




Embrace wellness the mountainkind way: Meet in Park City





Wellness is not a passive or static state, but rather an “active pursuit” that is associated with intentions, choices, and actions as we work toward an optimal state of health and well-being. Wellness is linked to holistic health – that is, it extends beyond physical health and incorporates many different dimensions that should work in harmony.

- GLOBAL WELLNESS INSTITUTE, 2024



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Introduction

AUDIENCE AND PURPOSE

The insights in this read provide planners of meetings and events (for all industries of all sizes) a guide to integrating wellness, a leading focus of the industry, into their programs.

Discover how Park City intertwines stewardship, local offerings, adaptive outdoor activities, inventive meeting spaces and natural beauty to create mountainkind experiences for your attendees – one that will elevate their imagination, engagement and sense of well-being.

MEETINGS MIND SHIFT

Today, attendees seek more from meetings and conferences. Some still have misguided perceptions: stale, windowless rooms; half-imagined session breaks and itineraries; long periods of inactivity; and mediocre food choices that seem like an afterthought.

For planners, it's not easy to find a destination that can support well-being initiatives. As the innovative thoughts behind health and well-being efforts continue to flourish within the industry, the trend of wellness integration is rapidly shifting to an **expectation** for attendees and a **responsibility** of the host and the destination.

FOR THE MOUNTAINKIND

Crisp mountain air calls to you. You seek fresh powder on winter mornings and long hikes on summer afternoons. You're passionate about preserving nature's beauty and bringing your energy to communities that feel like you do. In other words, you're the mountainkind. With 400+ miles of trails, two world-class ski resorts, and an Olympic legacy in one vibrant place, Park City is for you.

THE MOUNTAINKIND SPIRIT

What is mountainkind? It's a statement, an action, a way to describe the way you live and recreate in Park City. You, along with locals and visitors alike share a common passion to protect and preserve our incredible landscapes and values built around diversity and inclusivity. As part of mountainkind, you're welcome to experience our incredible mountain town – on the slopes or the trails. That spirit doesn't stop when you click out of your skis or step off your bike. You become part of a community of artists, thinkers, business owners, and volunteers who trade on ideas to bring forth positive change and responsible growth.



Park City, UT: Where mountainkind meets wellness



Mountainkind Wellness

noun | The act of using Park City's local, organic and delectable foods, outdoor activities, inspiring scenery and more to elevate one's sense of well-being.

This 19th-century silver mining turned resort town offers modern-day wellth for mountainkind meetings and events. Known for being one of the most reachable mountain towns in the United States – just 35 minutes from Salt Lake City International Airport – Park City gives planners the good fortune of easily tapping into all its resources.

AN ENGAGING LOCATION

Park City offers the perfect setting for a wellness-focused meeting. Unlike bigger cities, our welcoming destination embodies the essence of mountainkind, where we celebrate each other while protecting the natural beauty and unique charm of this place we call home.

Surrounded by the scenic splendor of the Wasatch Mountains, attendees can rejuvenate their minds and bodies while enjoying our town's vibrant energy. Right down to the air that's breathed, our inviting destination and its surroundings have the power to engage and impact well-being. Attendees crave an escape from the overwhelming, overdeveloped and impersonal cities they have met in for years. They are ready to feel invigorated and see what is off of the well-worn meeting tracks.



Destination recognition



'23

In 2023, Park City won the Voice of the People Awards presented by Polco and the International City/County Management Association.



'24

In 2024, the Park City Chamber of Commerce & Visitor Bureau won third place in the "Business and Marketing" category of the Green Destinations Top 100 Story Awards.



Shifting from experiential to transformative meetings



"Transformational experiences seek to create lasting change by challenging attendees' perspectives, fostering self-awareness, and inspiring them to apply their learnings beyond the event. Participants are encouraged to share their knowledge, experiences, and insights, fostering a sense of community and collective growth."

- 2024 Event Travel Management

At an elevation of 7,000 feet and nestled among some of the country's most picturesque landscapes, Park City is an alpine escape full of aspens and firs, seasonal hues and Rocky Mountain air – some of Mother Nature's finest work. And as the host of the 2002 Winter Olympics, the destination has been an inspiring setting with an abundance of outdoor recreation and wellness opportunities, perfectly aligning with experiential meeting trends. From world-class athletes to attendees of all fitness levels, Park City is a place to live, train, meet, and be transformed.



Physical well-being: Let them roam

"In 2022, the outdoor recreation participant base grew 2.3% to a record 168.1 million participants, or 55% of the U.S. population."

- 2023 Outdoor Participation Trends Report



A natural environment is restorative for the mind, body, and soul. The outdoors rejuvenates and has been shown to foster teamwork, boost memory and inspire creativity among groups. Park City is a mountaintop destination where you can plan adventures that allow your group to explore this Western playground in any season. Encourage team building social networking beyond the screen.

OUTDOOR RECREATION OPTIONS



HORSEBACK RIDING



RAFTING & WATER SPORTS



FLY FISHING



CONCERTS UNDER THE STARS



HOT AIR BALLOONING



MOUNTAIN BIKING



ZIPLINES, COASTERS, & SLIDES



GOLF



HIKING



TUBING



SNOWSHOEING



SNOWMOBILING



SKIING & SNOWBOARDING



DOG SLEDDING



CROSS-COUNTRY SKIING



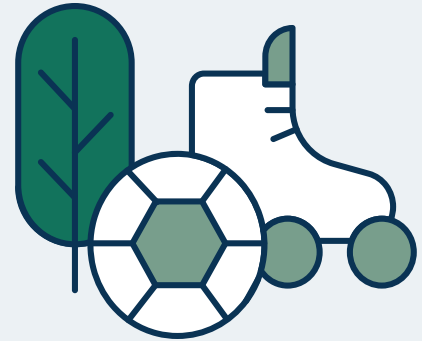
SLEIGH RIDES



Get inventive and intentional with meeting spaces

“Effective lighting, acoustics, ergonomics, and biophilia (the affinity of human beings for other life forms) all contribute not just to physical comfort, but also mental sharpness and productivity. Each of these elements can be leveraged in ways that maximize attendees’ focus and their ability to retain information.”

- *Successful Meetings*



Park City’s meeting spaces – with lookout views, an abundance of natural light, multi-design and layout options, and overall unconventional atmospheres – help planners create an engaging dynamic that elevates not only minds, but the norm as well.

HIGH WEST DISTILLERY AT BLUE SKY

High West Distillery is the world’s first and only ski-in/ski-out gastro distillery and includes incredible meeting spaces that accommodate and entertain up to 300 people. Rich woods, warm tones, nostalgic photo prints, and floor-to-ceiling windows create an instant sense of Western comfort with elegance. After a session, groups can wind down with award-winning whiskey or gather for a distilling tour given by some of the industry’s most knowledgeable ambassadors.

UTAH OLYMPIC PARK

Inspiration abounds at Utah Olympic Park, the only venue of its kind in the United States. Meeting spaces come equipped with views of peaks and valleys and Olympians in training. During the summer, the venue is a hub for some of the world’s best athletes and also includes adventurous activities for attendees such as bobsledding, ziplining and more. For smaller events, groups can gather atop the K120 Olympic Nordic ski jump in the Start House; for larger functions, attendees can enjoy the Legacy Center or the Summer Pavilion.



DEJORIA CENTER

Nestled into the Uinta foothills on the beautiful High Star Ranch, Dejoria Center is a world-class facility with custom-configurable event space and accommodates groups of up to 2,000. The 1,100-acre ranch offers guided, outdoor adventures from relaxing to adrenaline-pumping – with an on-site outfitter to equip your group with everything they'll need.

“Choosing a unique venue gives your event a distinct edge in an increasingly competitive landscape. Rather than opting for conventional locations, a novel venue can capture the imagination, pique curiosity, and create a buzz around your event.”

— *Staurolite Barn, 2024*



See all the possibilities



Emotional well-being: Promote self-care

Encouraging attendees to engage in self-care during their visit can improve moods and fulfill a higher need, including their emotional well-being. Even if only between a few days of meetings, attendees can grasp moments of emotional transformation, introspection and self-reflection.

"Mental wellness as a travel trend has been gaining significant traction over the past few years, reflecting a broader societal shift towards valuing mental health and self-care. This trend encapsulates a range of experiences and destinations designed specifically to promote emotional, psychological, and spiritual well-being."

- Global Wellness Institute, 2024



Create healthy food & beverage alternatives

Nutritious food is a natural extension of wellness. And as a food-centric destination, many of Park City's chefs and restaurateurs specialize in creating healthy and fresh cuisine. They craft their menus like artists and masters of their medium. Now more than ever, attendees and visitors expect more nutritious, organic dining options.

With more than **100 restaurants** in Park City, there's no shortage of offerings that include health-conscious options and menu items made with sustainable, local ingredients. Among the vibrant community of restaurants, many provide off-site catering and have partnerships with the city's hotels and venues.

TIPS FOR A MINDFUL MENU

"Putting your F&B needs up front, saying you want locally grown, for example, or sharing your history ('We have 25 vegans, 10 gluten-frees') is important. You need to let the CSM and the chef know that you have those expectations and seeing how they respond helps you pick the best property."

– Tracy Stuckrath of Thrive! Meetings & Events

- Inquire about hotels with expanded and organic menu options and seek out caterers that grow their own food.
- Consider the carbon impact of the menu selection (no beef or reduced portions).
- Ask hotel/venue culinary staff and off-site caterers to provide you with the nutritional information; try to include it in the food signage wherever possible.
- Always offer at least one vegetarian and gluten-free option.
- Encourage attendees to stay hydrated. Set up hydration stations that are available throughout the entire event. Try fruit-infused water to liven up plain water and provide attendees with extra nutrients.
- Offer hot or cold regular and herbal teas to promote water intake.
- Choose chefs that source local and sustainable ingredients. Inquire about the source of the food and let attendees know that what they're consuming is grown, raised or sourced locally.
- Be thoughtful when ordering items at restaurants to reduce waste.
- Use durable dishes instead of single-use items.
- Offer beverages in bulk in pitchers, dispensers, or kegs, rather than individual bottles or cans to reduce waste.
- Ditch the empty calorie snacks; they cause sluggishness, bloating and have no substantial value.
- Integrate superfoods such as berries or dark leafy greens into the menu; they are packed with nutrients and will keep attendees energized and focused.
- Add tastings as a healthy activity. Nuts, olive oil and dark chocolate are examples.
- Shift the focus from quantity to quality. Create snack breaks that are less about the volume (bowls of candy and mounds of chips) and more focused on quality (a few locally sourced, organic options).
- Garnish food displays with fresh herbs like rosemary or sage; this signals freshness to attendees and creates aromatherapy effects as well.



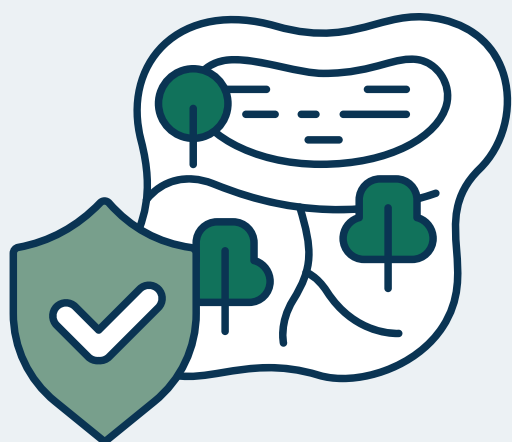
Make sustainability a priority

Now more than ever, people are conscious about not just their own health, but the health of the planet. Park City has a community goal of net zero emissions and food waste by 2030, and our mountaintop town has a long history of environmental responsibility and sustainability.

"There is great potential to leverage wellness tourism to simultaneously develop sustainable and responsible tourism. Now is an especially opportune time to do so, as wellness traveler interests are extending far beyond a narrow focus on spa resorts and massages. Wellness travelers are increasingly interested in nature, curative waters, outdoor exercise, local healthy cuisines, and indigenous healing arts and products, as well as the overall healthiness, culture, and authenticity of the destination."

- Global Wellness Institute, 2024

WAYS PARK CITY STAYS SUSTAINABLE:



Low-fee Bike Share

Provides a low-fee Summit Bike Share program (pedal-assist e-bikes) available in the summer

Recycle Program

Implemented an aggressive recycling program for residents and businesses

Free Bus System

Offers a complimentary free citywide bus system with 30% fueled by solar electricity and 70% by biodiesel

10,000+ Acres

Protects more than 10,000 acres of open space



PARK CITY'S SUSTAINABLE TOURISM PLAN

We consider community and environmental benefits as important as economic benefits, resulting in a thriving community and welcoming destination. With the help of community stakeholders, we follow the stewardship principles below to keep our Park City sustainable:

STEWARDSHIP PRINCIPLES

- Value and respect the health of our local environment and natural resources
- Foster our local spirit, our values, our sense of place, and the wellbeing of our community – residents, employers, employees, and visitors alike
- 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
- Enable Summit County's tourism industry to lead by example, championing tourism's benefits, mitigating its impacts, and harnessing its regenerative power for the community and the environment
- Be bold, creative, and action-focused, supporting transparency and measurable outcomes

7 KEY OBJECTIVES

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

STEPS TO ZERO WASTE

1. Preventing waste through source reduction
2. Reducing waste through reuse and durable products
3. Recycling materials to be made into new products
4. Recovering chemicals and energy
5. Disposal to landfill as a last resort



ZERO FOOD WASTE 2030 GOAL

The Climate Fund is committing to a large-scale waste diversion plan with the goal of eliminating food waste from entering the Summit County landfill. Eighty percent of solid waste that ends up in the Summit County landfill is divertible, with most of it being food waste. Stopping and diverting food waste is a tangible way to make a difference.

ELEKTRON SOLAR PROJECT

After five years of work, the Elektron Solar Project, a 80 megawatt solar farm, reached commercial operation in April 2024 and began providing renewable electricity, providing renewable electricity to Park City & Summit County.

INTEGRATING CREATIVITY AND SUSTAINABILITY

The Arts Council of Park City & Summit County has been fostering creativity and sustainability since 1986. This umbrella nonprofit organization represents over 40 Summit County creatives selling fine art and artisanal goods. Eighty-five percent of its sales go directly back to the artists, while the remaining 15% goes to supporting the organization. Artists pay a monthly participation fee, showing they want and need this program. Its core activities include:

EVENTS AND CREATIVE PROGRAMS



PUBLIC ART



PLANNING AND ADVOCACY



CULTURAL TOURISM



Choose hotels that focus on environmentalism

Home to numerous hotels and resorts, Park City's eco-friendly lodging properties are all committed to green practices.

NEWPARK RESORT & HOTEL

- GreenLeader
- Staff/management training on green practices
- Efficient ventilation system
- Organic/local food & beverages
- Water-efficient bathroom fixtures
- Local plants in garden
- LED and CFL light bulb replacement
- Bulk dispensed amenities
- ENERGY STAR appliances

HYATT CENTRIC PARK CITY

- Recipient of 4 Green Keys from the Green Key Eco-Rating Program
- Science-based target was approved by the Science Based Target initiative (SBTi)
- Comprehensive recycling and composting program
- Responsible sourcing of products and services
- Prioritize the vitality of our global communities

WESTGATE PARK CITY RESORT & SPA

- Green Housekeeping program
- All LED bulbs
- Clean the World amenity recycling program

BEST WESTERN LANDMARK INN

- Reduce our carbon footprint,
- Conserve energy and water
- Champion sustainable products and programs
- Partnerships with the Sustainable Hospitality Alliance (SHA), Global Business Travel Association (GBTA) Sustainability Program, Green Key, and Green Globe

STEIN ERIKSEN LODGE DEER VALLEY

- Implementation of Blue Sky Energy renewable energy practices
- Energy-efficient lighting, boilers, AC systems, electric vehicle charging, recycling practices, and more
- Partnership with Evertreen, which plants real trees, offsets Co2 and alleviates poverty

MONTAGE DEER VALLEY

- The first LEED-certified resort in Utah
- Environmentally preferred purchasing (EPP) programs
- Waste diversion programs
- Water-quality management practices
- Energy management
- Green housekeeping initiatives

LODGES AT DEER VALLEY

- Significant composting and recycling program
- Reusable wares at all our day lodges and evening restaurants
- Trail maps are printed on 100% recycled cement
- Local food sourcing



Plan eco-conscious itineraries for your group

For those passionate about green initiatives, there's nothing quite like immersing themselves in nature. They want to experience the very environment they're dedicated to preserving with a mountaintop twist. Offer sample itineraries filled with [outdoor recreation](#) options that provide inspiration beyond the conventional. [Our team at Visit Park City](#) is here to share insider tips and favorite outdoor spots, ensuring your experience is as enriching as it is green!



Start planning



TONYA SWEETEN

Vice President
of Group Sales

Tonya@VisitParkCity.com
435-658-9607



CAROLYN CREEK-MCCALLISTER

Senior National Sales Manager
West & Southwest

Carolyn@VisitParkCity.com
435-658-9619



KIM DAVIS

Senior National Sales Manager
Utah, Midwest, Central

Kim@VisitParkCity.com
435-658-9624



ALEX HAGN

Senior National Sales Manager
East Coast

Alex@VisitParkCity.com
435-658-9604



SARAH STEPHENSON

Group Sales
Support Manager

SarahStephenson@VisitParkCity.com
435-658-9618



LUKAS ROSS

Group Sales
Assistant

LukasRoss@VisitParkCity.com
435-658-9605

