
2026 ANNUAL MEETING
FORWARD TOGETHER
PARK CITY UT
CHAMBER OF COMMERCE & VISITORS BUREAU

Aldy Milliken

Kimball Art Center
Outgoing Chairperson




Welcome

Deirdra Walsh

Park City Mountain

Incoming Chairperson



2027 BOARD OF DIRECTORS

Deirdra Walsh
Chairperson
Park City Mountain

Beth Armstrong
Intermountain Health

Carly Coyle
Dendric Estates

Adam Herrup-Morse
Snow Country Limousine

Ian Pope
Five5eeds

Meisha Ross
Twisted Fern

Heleena Sideris
Park City Lodging

Janna Young
Summit County

Dan Bullert
Vice Chairperson
Stein Eriksen Lodge Management

Jeff Brower
Deer Valley Resort

Chris Eggleton
Park City Municipal

Allison Hey
Utah Olympic Legacy Foundation

Myles Rademan
Ex-Officio

Shayne Scott
Summit County

Gar Trayner
Woodward Park City

Joel Zarrow
Park City Community Foundation

Chris Lawing
Treasurer
Pendry Park City

Bill Ciraco
Park City Municipal

Emily Fisher
Youth Sports Alliance

Casey Metzger
Top Shelf Services

Nathan Rafferty
SkiUtah

Jocelyn Scudder
Arts Council of Park City & Summit County

Jennifer Wesselhoff
Park City Chamber & Visitors Bureau

Aldy Milliken
Past Chairperson
Kimball Art Center

Adam Cole
Cole Sport

Canice Harte
Summit County Council

Emerson Oliviera
The Bridge Café & Grill

Meredith Reed
Park City Board of Education

Sara Sergent
Alpine Distilling

Allison Williams
Lucky Ones Coffee

PARK CITY UT

OUTGOING BOARD MEMBERS



Lora Anthony
Mountain Trails Foundation



Susie English
Reef Capital Partners



Revice Jordan
POSH Management Group



Rosa Salguero
Top Shelf Services



Rob Sergent
Alpine Distilling

PARK CITY UT

INCOMING BOARD MEMBERS



Jeff Brower
Deer Valley Resort



Adam Cole
Cole Sport



Casey Metzger
Top Shelf Services



Emerson Oliviera
The Bridge Café & Grill



Sara Sergent
Alpine Distilling



Allison Williams
Lucky Ones Coffee

Natalie Randall

GOEO Deputy Commissioner
Managing Director of Utah Office of Tourism & Film



Park City Chamber Annual Summit

Natalie Randall
Managing Director
Utah Office of Tourism and Film

UTAH

TRAVEL IS *CONNECTION*





UTAH

STATE OF TRAVEL

- Travel demand is holding, but domestic is carrying it
- Split-screen economy: confidence is down, travelers keep spending
- Global tensions and visa barriers weaken the U.S. travel brand
- Rising costs make America one of the world's priciest destinations
- Cuts to Brand USA funding threaten U.S. competitiveness abroad
- Variable conditions: snowpack, drought, fire, flooding
- Information noise and accuracy

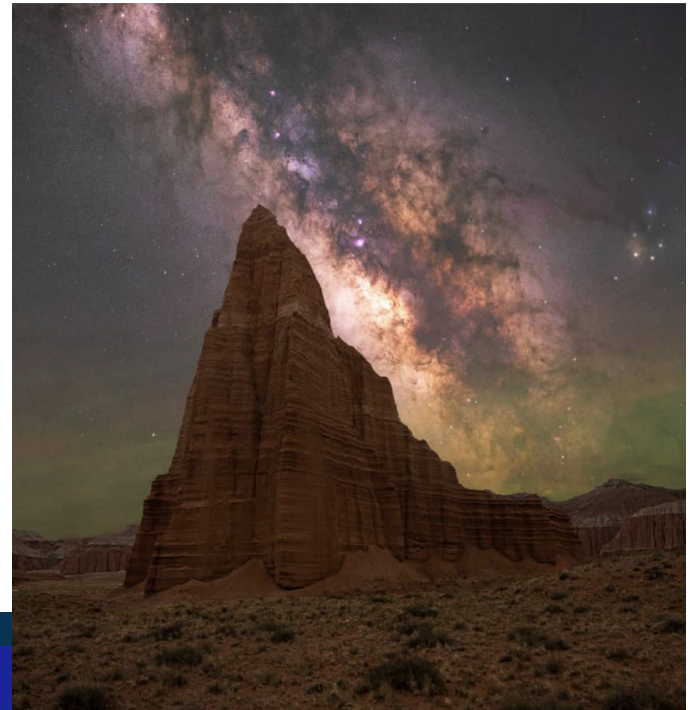


UTAH'S RESILIENCE

- Strong statewide collaboration & partnership
- Staying visible ensures resilience
- Outdoor recreation dominance – a milestone year for public lands
- Travelers seeking unique, immersive experiences
- The "Golden Age of Travel" – marquee-event runway
- Dynamic visitor economy











UTAH



2025 Travelers Spent

$13.7B





Resulting In

$2.7B

State & Local Tax Revenue

Sources: Tourism Economics, Kem C. Gardner Policy Institute, Utah Office of Tourism

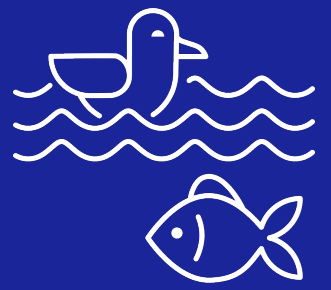
In FY24, out-of-state visitors generated:

Over half
a billion
dollars to state and local education

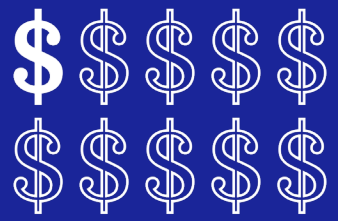
Over
1,000
Utah educators

Maintenance of over
1,500
miles of roads





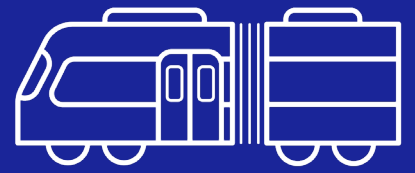
1 in 10
state tax dollars



1 in 7
local tax dollars



1 of every 5
state tax dollars to Transportation



$2.5m
towards Fish & Wildlife Conservation

1 of every 8
state tax dollars to Criminal Justice and Public Safety



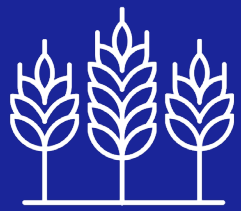
102
outdoor recreation projects in 24 (of 29) counties



8%
of Primary Care and Rural Health program funding



1 of every 5
state tax dollars to Agriculture, Environmental Quality, & Natural Resources



SUMMIT COUNTY



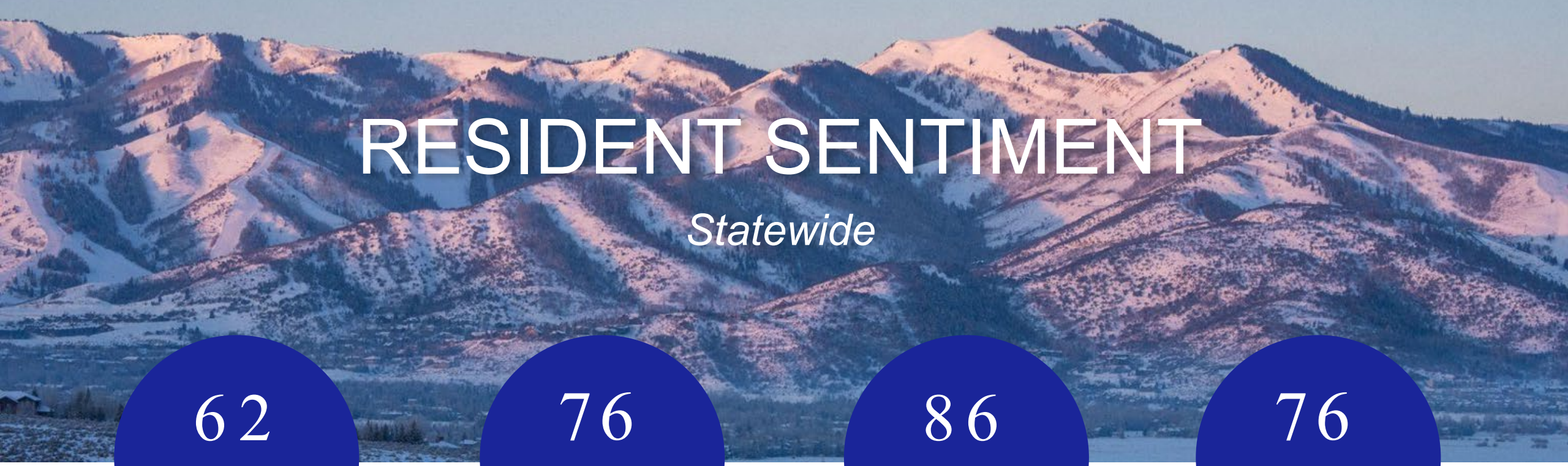
12.9%
county share of statewide visitor spending

17.7%
of county spending (output)

$299.4M
in total tax revenue

~15K
jobs supported by the visitor economy

$18.8M
county transient room tax (TRT)



RESIDENT SENTIMENT

Statewide

62%

Positive effects of tourism outweigh the negative effects

76%

Recognize tourism's importance to the Utah economy

86%

Agree UOT should help educate visitors on how to minimize environmental impacts & travel responsibly

76%

Say that natural resource protection and tourism can be compatible



Vision

A state united in welcoming
the world to experience Utah.

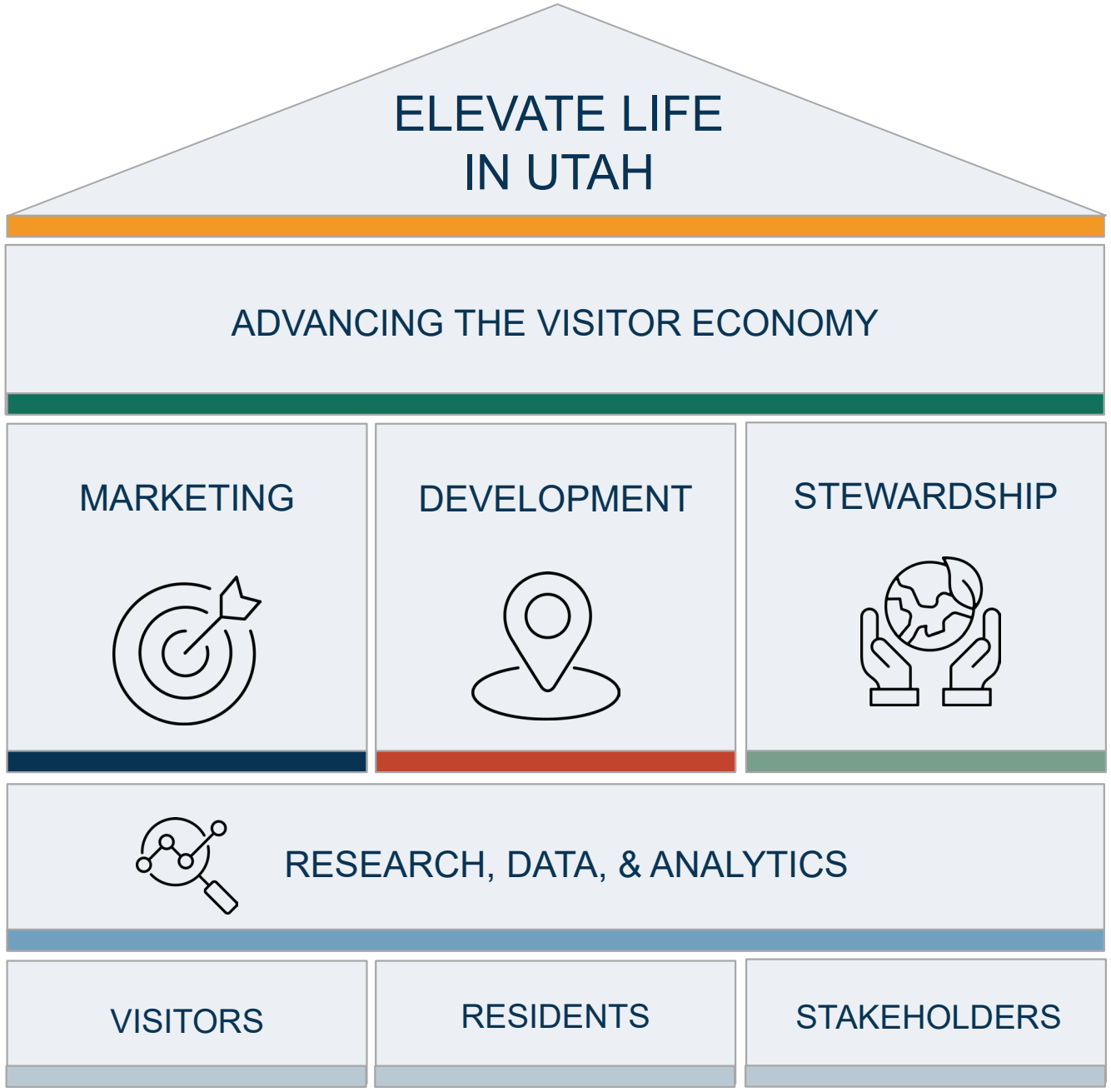


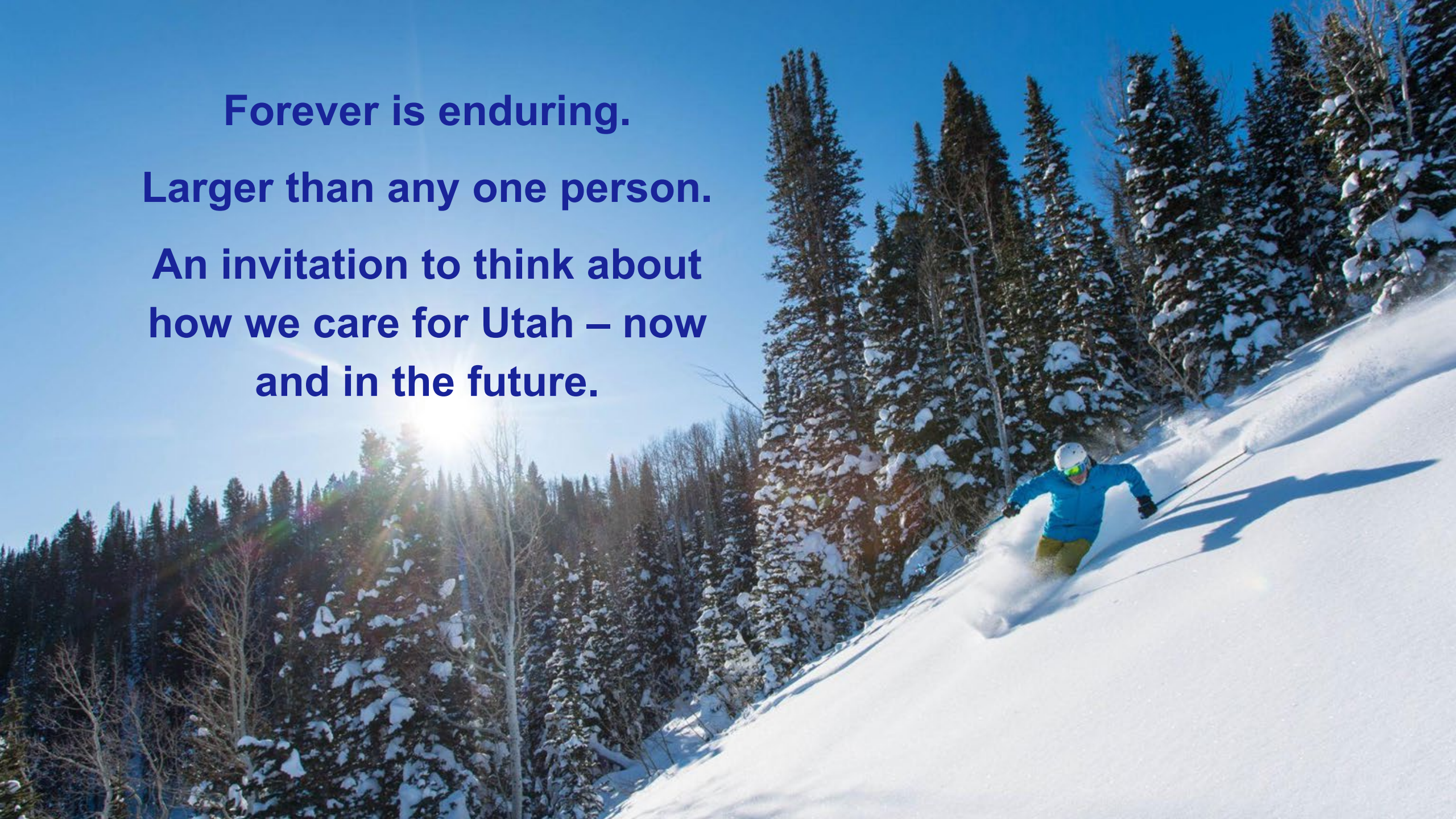
GUIDING IMPERATIVES

1. Rare visitor experiences
2. Strong collaboration
3. Valued visitor economy
4. Perpetual growth through sustainable systems




UTAH OFFICE
OF TOURISM


ELEVATE LIFE
IN UTAH
ADVANCING THE VISITOR ECONOMY
MARKETING
DEVELOPMENT
STEWARDSHIP
RESEARCH, DATA, & ANALYTICS
VISITORS
RESIDENTS
STAKEHOLDERS


Forever is enduring.
Larger than any one person.
An invitation to think about how we care for Utah – now and in the future.


ALWAYS
ADVENTURE
SAFE


Welcome to
UTAH
LIFE ELEVATED

AGRITOURISM

- Helps farmers/ranchers earn money beyond selling crops or livestock
- Experience agriculture first hand
- Agritourism visitor spending in Utah generates approximately $44.8 million in annual economic activity

Utah's Own™
Utah Department of Agriculture and Food







SET JETTING

- Launched Utah Film Trail in 2024
  - 28 markers to date, 31 planned
- 220K visits, averaging $2,700
- Movies are powerful travel inspiration among Gen Z, Millennials & Boomers
- 29 film ready communities

ASTROTOURISM

- Utah – Dark Sky Capital of the World!
- Statewide opportunity to develop unique, one-of-a-kind experiences
- Effective at distributing visitation - both location & time of day




YOU MIGHT
BE A
UTAH PERSON





A STATE UNITED IN WELCOMING THE WORLD TO EXPERIENCE UTAH.

UTAH

Jennifer Wesselhoff

Park City Chamber & Visitors Bureau
President & CEO




SUNDANCE FILM FESTIVAL
EGYPTIAN
SOUTHWEST
HARLEY-DAVIDSON



KIMBALL ARTS FESTIVAL

Thank you for attending the

57th Park City Kimball Arts Festival

See you next year, August 6-8, 2027.


CHEF'S TABLE
FESTIVAL
PARK CITY
PRESENTED BY
RESY
AMERICAN EXPRESS
AUGUST 13-16, 2026


MARSHALS


SNOW LEAGUE
PARK CITY
JANUARY 22-24, 2027

CONGRATULATIONS

MICHELIN GUIDE

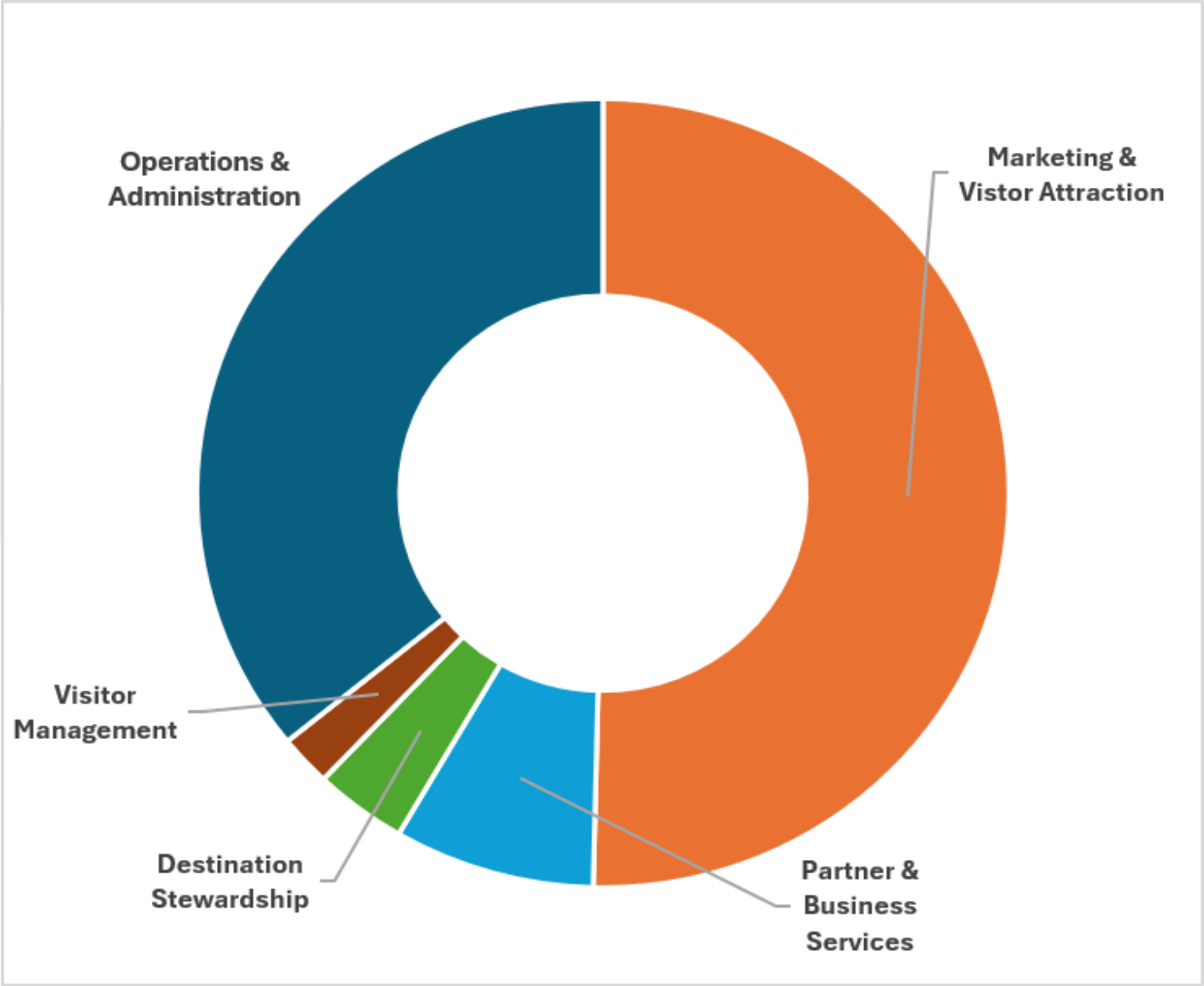
HANDLE

THE NELSON COTTAGE BY HIGH WEST

MATILDA

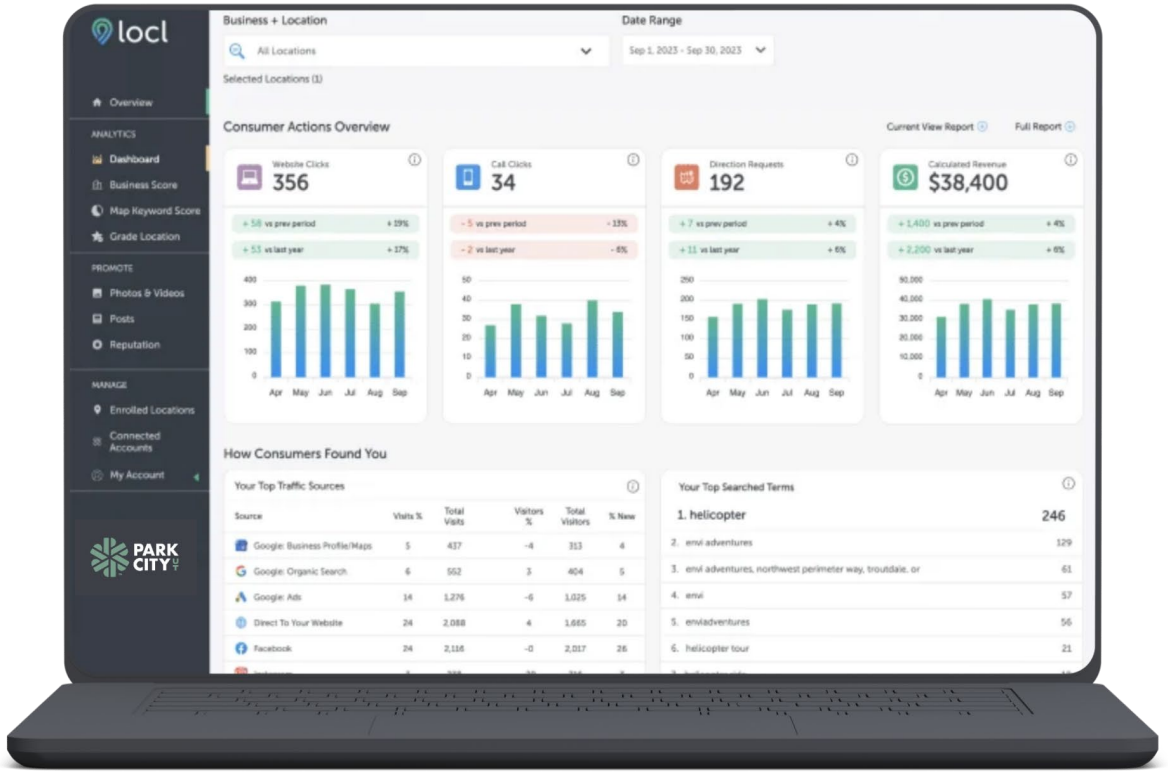


BY THE NUMBERS



SERVING OUR PARTNERS





PARK CITY UT

SERVING OUR PARTNERS

PARK CITY UT
CHAMBER OF COMMERCE & VISITORS BUREAU

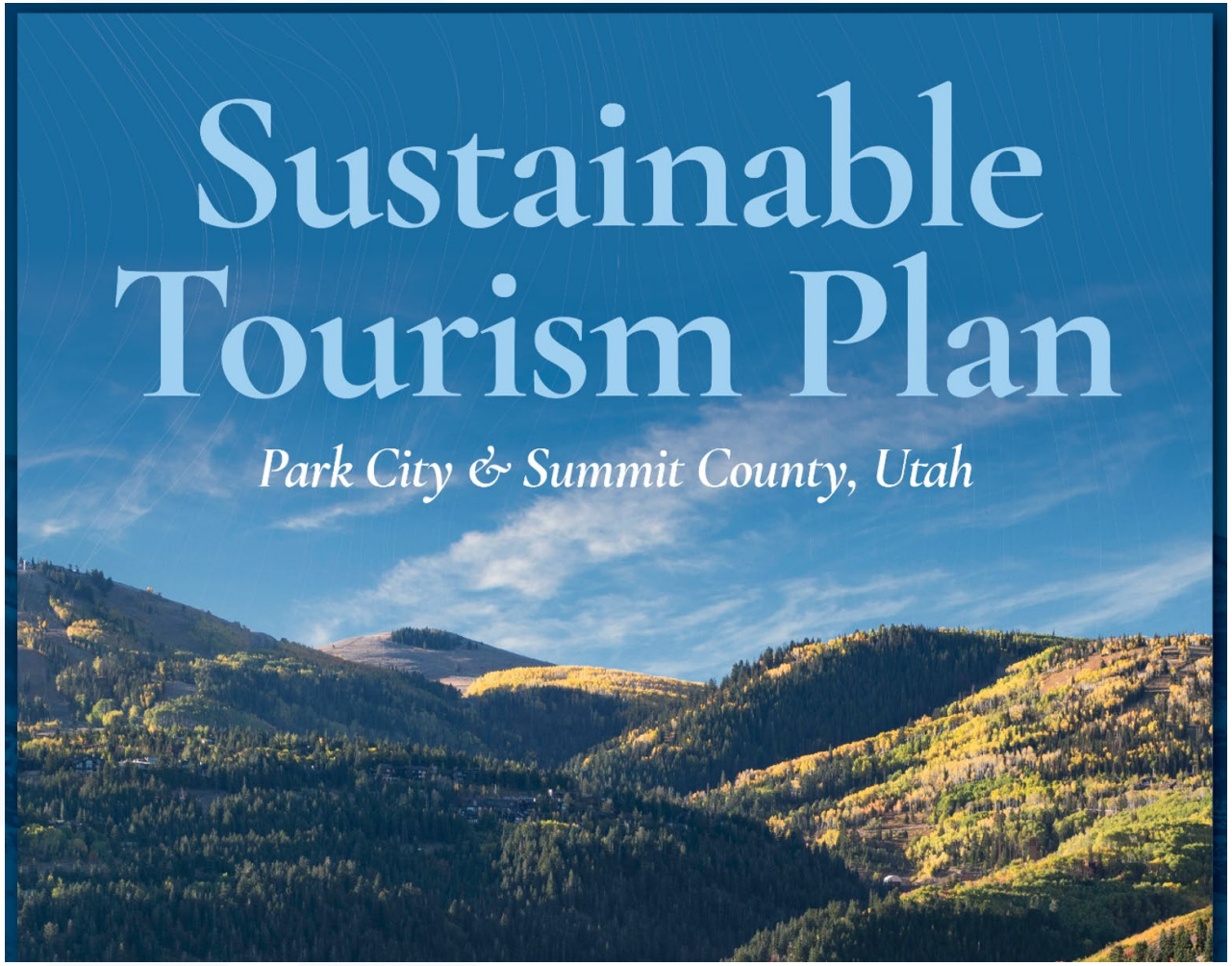
CHAMBER ENDORSED
EMPLOYEE BENEFIT PROGRAM

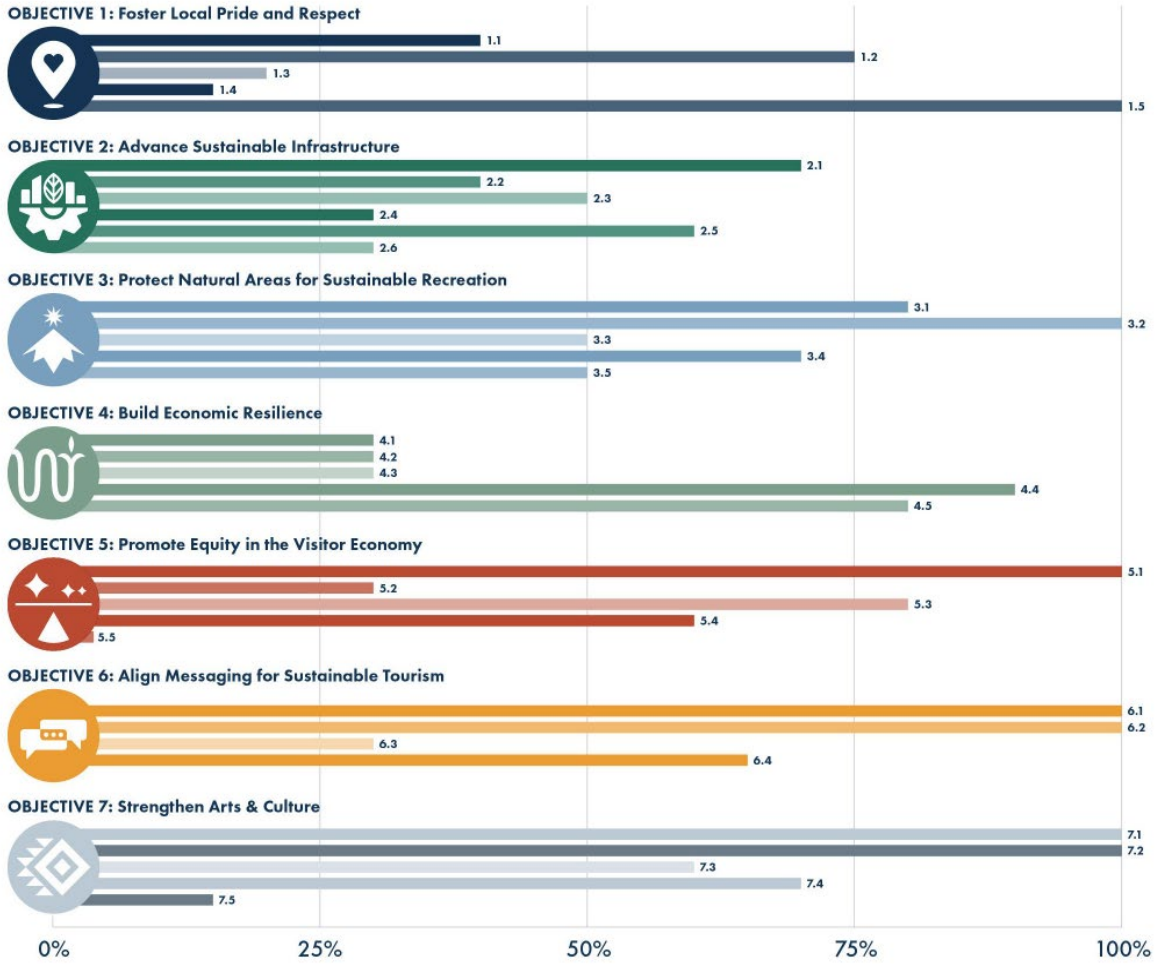




PARK CITY UT

SUSTAINABLE TOURISM





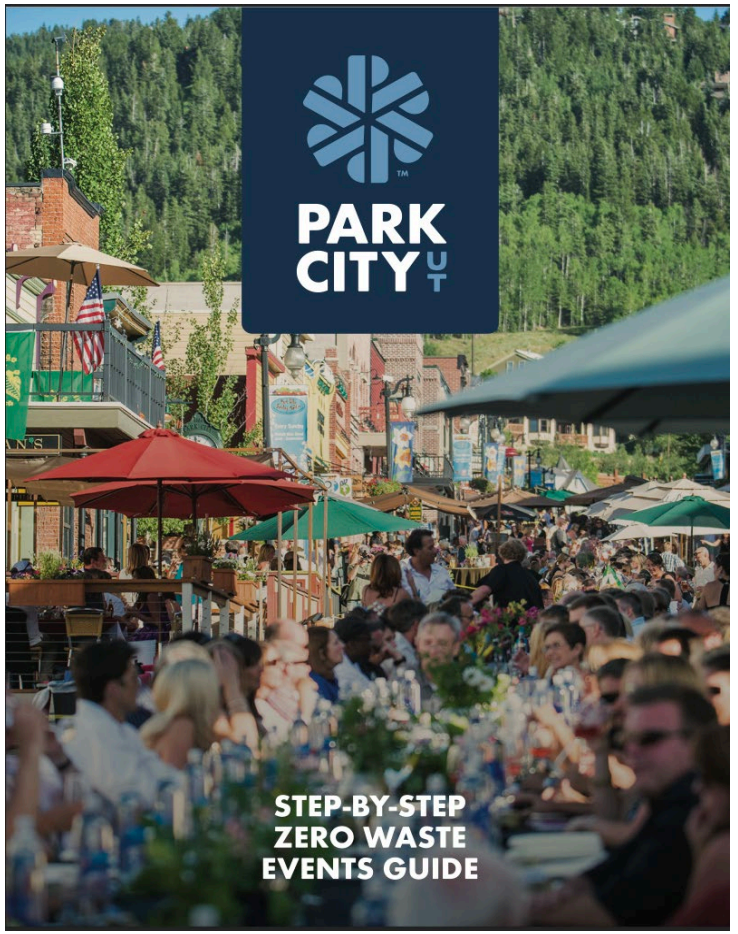
SUSTAINABLE TOURISM

AWARDED

17

SUSTAINABLE TOURISM GRANTS IN FY27

ARTS & CULTURE	$25,000
VISITOR DISPERSION	$36,000
VISITOR EDUCATION	$25,000
VISITOR IMPACT MANAGEMENT	$37,000
PRODUCT DEVELOPMENT	$27,000



PARK CITY UT

SUSTAINING THE COMMUNITY



SUMMIT BIKE SHARE

PARK CITY | SUMMIT COUNTY
green
BUSINESS PROGRAM

RIDE ON
PARK CITY
BIKE | WALK | BUS
CARPOOL

IDEAL
Certified
Sustainable
Destination

PARK CITY UT

WELCOMING THE WORLD – ACCESSBILITY MATTERS



wheel the world
ACCESSIBILITY
VERIFIED



Visit Park City: plan your trip with verified accessibility info!

Enjoy hotels and activities with photos and measurements for a worry-free stay.

PARK CITY UT



PARK CITY UT

WHAT OUR RESIDENTS TELL US



Proud to Call Park City/Summit County Home



Tourism is Important to the Local Economy



Care About the Success of the Tourism Industry

TOURISM'S ECONOMIC IMPACT

$2.2B
Total Economic Impact

$1.6B
In Visitor Spending
(up 7% in 2023)

$247M
Generated in State
& Local Taxes

14,798
JOBS GENERATED
$818 Million in Wages

3.7M
Overnight Visitors
(up 4% in 2023)

10,000
RESIDENTS

70%
OF THE HOMES
Occupied only 2 Months of the Year

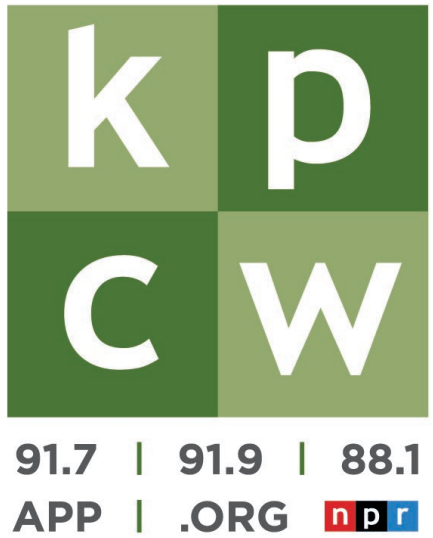
Two of North America's Largest Ski Resorts
13,000
Acres Combined

5,878
Rooms / 33,000 Pillows

$3.6M
Median Home Cost

PARK CITY UT

THANK YOU TO OUR MEDIA LOCAL PARTNERS







PARK CITY UT

PUTTING PARK CITY / SUMMIT COUNTY ON THE MAP

VOGUE



U.S.News & WORLD REPORT

TRAVEL

Where to Eat, Stay, and Ski in Park City, Utah's Winter Crown Jewel

BY NICOLE KLIEST
December 10, 2025

REACHED
1103
TRAVEL TRADE PROFESSIONALS

ACHIEVED OVER
$120M
IN EARNED MEDIA COVERAGE

Outside

Explore the Ski Town Destination of a Different Kind

Find fresh winter adventures—plus a whole new outlook on mountain living—in Park City



BAZAAR BESPOKE / PARK CITY

Verano en Park City:
cuando la montaña se siente viva

Este enclave en Utah se transforma en un santuario alpino donde los senderos reemplazan a las pistas y el aire limpio invita a caminar, rodar en bici o simplemente dejarse llevar por la luz dorada que cae sobre las montañas.



GUÍA CHIC DE PARK CITY

COMER

NIGHTLIFE

A LA AVENTURA



ACHIEVED INTERNATIONAL ACCLAIM WITH
403
GLOBAL ARTICLES

PARK CITY UT

PUTTING PARK CITY / SUMMIT COUNTY ON THE MAP

$24M IN ECONOMIC IMPACT

200+ BOOKED MEETINGS

1,772 INDUSTRY BUYERS MET





WELCOMED **280** MEETING PLANNERS TO PARK CITY

SOURCED OVER **1000** LEADS TO PARTNER MEETING PROPERTIES



PARK CITY UT

THANK YOU

TONYA SWEETEN



PUTTING PARK CITY / SUMMIT COUNTY ON THE MAP



Crisp air. Inspiring vistas. 450 miles of diverse trails. If your sense of awe is matched only by your sense of responsibility, you're the Mountainkind™. And you belong in Park City. VisitParkCity.com

DEVELOPED 86 BLOGS	31 NEW STORIES	55 EVERGREEN UPDATES









PARK CITY UT

SERVING VISITORS



ASSISTED OVER

8K

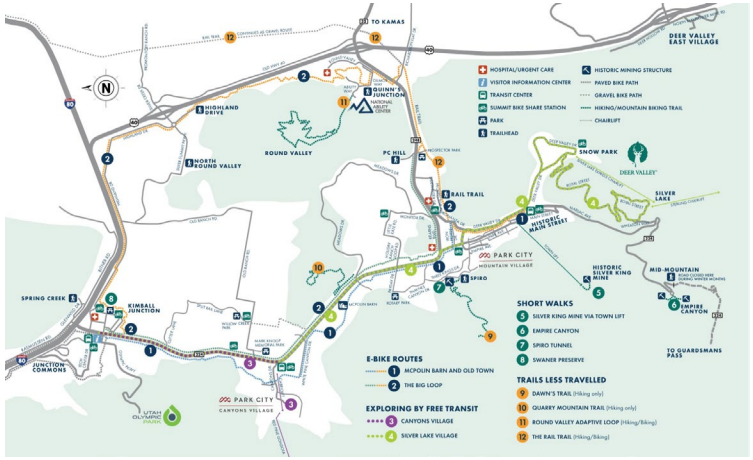
REQUESTING INFORMATION

OVER

5K

UTILIZED LOCAL DIGITAL ASSISTANCE







PARK CITY UT

WHAT WE'RE WATCHING



DRIVE & DOMESTIC GROWTH

More visitors from drive markets and more domestic travel relative to international trips.



INTENTIONAL, NOT ABSENT

Personalized, experience driven trips and a growing reliance on travel advisors.

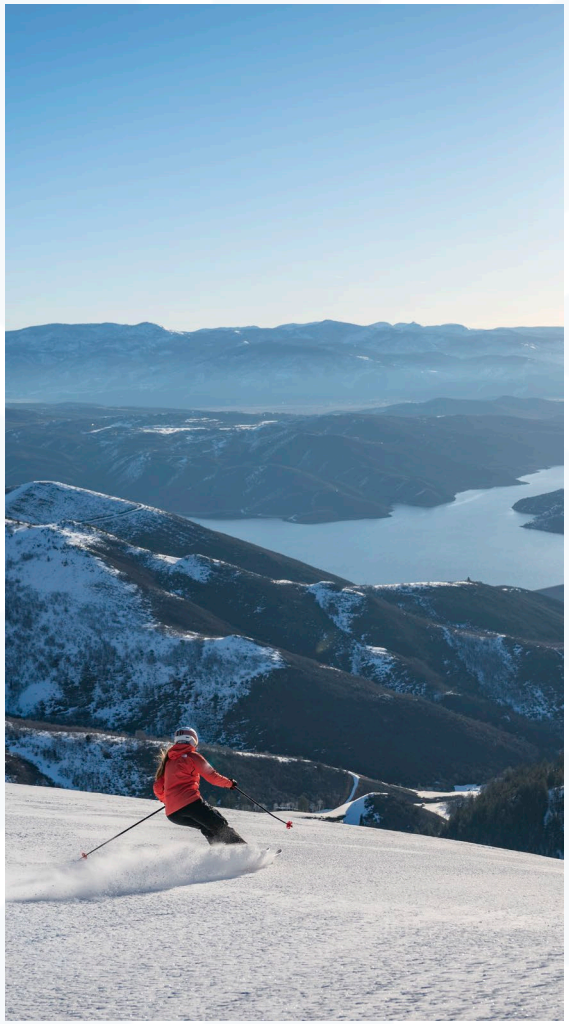


WHERE THE GROWTH IS

Multigenerational travel, wellness, adventure, culinary and sports tourism.

PARK CITY UT

LOOKING AHEAD










Mountainkind™




WOODWARD


LIVE YOUR PASSION.

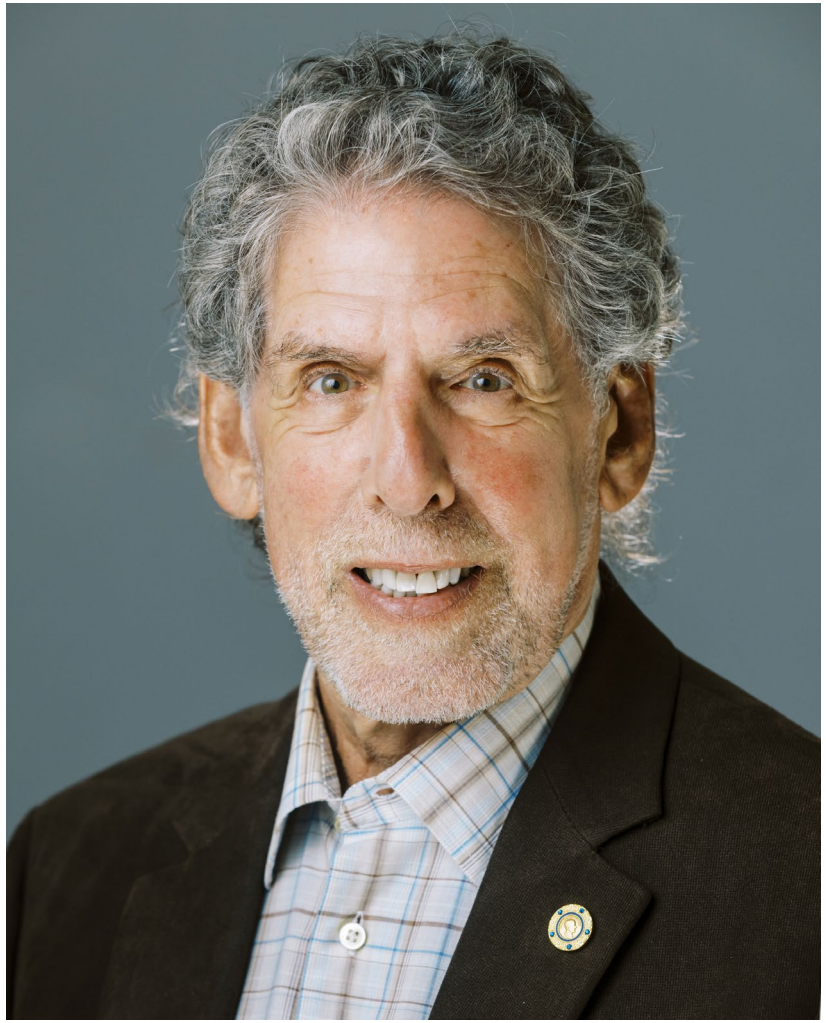

Mountainkind™
PARK CITY UT



REMEMBERING

COLIN HILTON

Myles Rademan



SPIRIT OF HOSPITALITIY RECIPENTS

2003 Myles Rademan	2004 Nick Badami	2005 Stein Eriksen	2006 Brad Olch
2007 Teri Orr	2008 Kim McClelland	2009 Hans Fuegi	2010 Bob Richer
2011 Monty Coates	2012 Jan & Amanda Peterson	2013 Jan Wilking	2014 Bill Marolt
2015 Gary & Jana Cole	2016 Greg Schirf	2017 Becky Kearns	2018 Tom Kelly
2019 Bob Wheaton	2021 Adolph Imboden	2022 Teri Whitney	2023 Tina Lewis
2024 Sally Elliott	2025 Bill Malone		

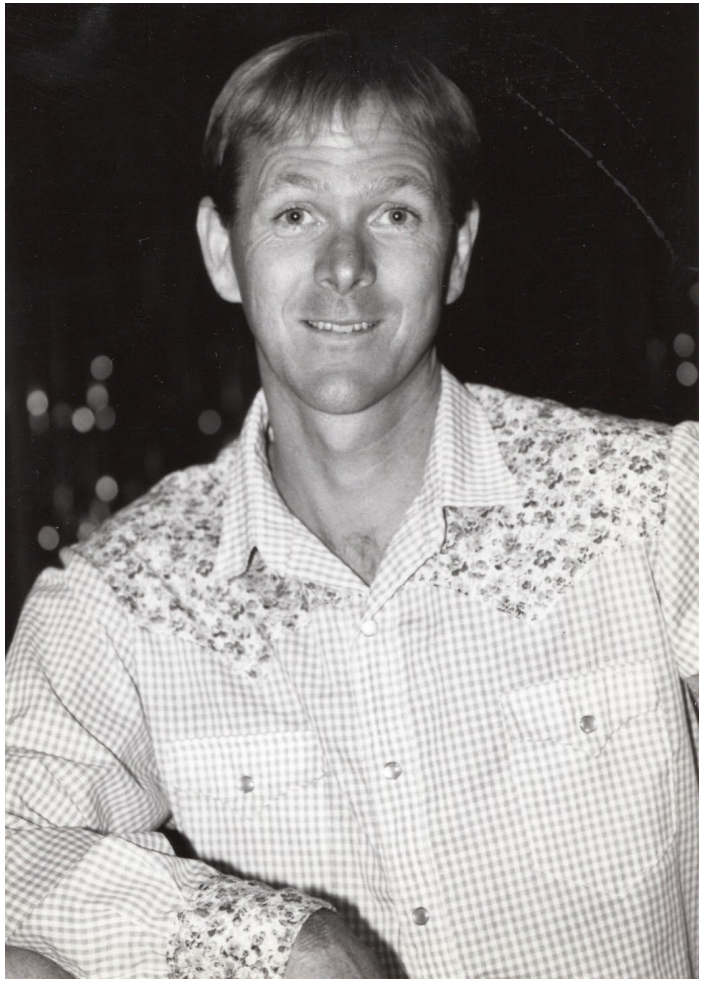
PARK CITY UT

Spirit of Hospitality Winner
Randy Barton




Box Office
Open












cotopaxi
lululemon
CAUTION!


R&C ROGERS PRESENT
OLIVER!







PARK CITY | SUMMIT COUNTY

green BUSINESS PROGRAM

PARK CITY UT



abode
LUXURY RENTALS
PARK CITY UT

Deirdra Walsh

Park City Mountain

Chairperson




THANK YOU