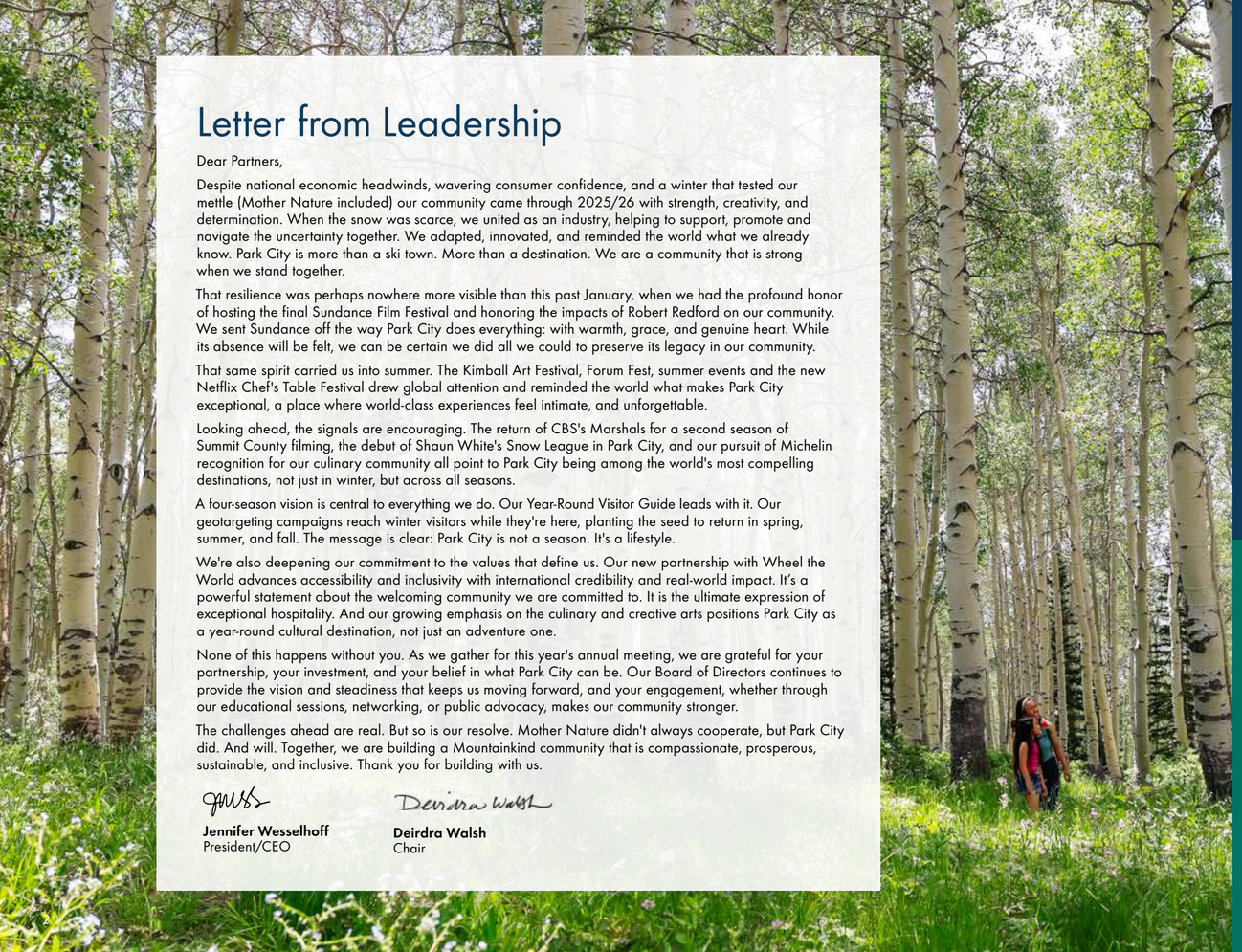
ANNUAL REPORT FY26
SEPTEMBER 2026

PARK CITY UTAH MOUNTAINKIND



Letter from Leadership

Dear Partners,

Despite national economic headwinds, wavering consumer confidence, and a winter that tested our mettle (Mother Nature included) our community came through 2025/26 with strength, creativity, and determination. When the snow was scarce, we united as an industry, helping to support, promote and navigate the uncertainty together. We adapted, innovated, and reminded the world what we already know. Park City is more than a ski town. More than a destination. We are a community that is strong when we stand together.

That resilience was perhaps nowhere more visible than this past January, when we had the profound honor of hosting the final Sundance Film Festival and honoring the impacts of Robert Redford on our community. We sent Sundance off the way Park City does everything: with warmth, grace, and genuine heart. While its absence will be felt, we can be certain we did all we could to preserve its legacy in our community.

That same spirit carried us into summer. The Kimball Art Festival, Forum Fest, summer events and the new Netflix Chef's Table Festival drew global attention and reminded the world what makes Park City exceptional, a place where world-class experiences feel intimate, and unforgettable.

Looking ahead, the signals are encouraging. The return of CBS's Marshals for a second season of Summit County filming, the debut of Shaun White's Snow League in Park City, and our pursuit of Michelin recognition for our culinary community all point to Park City being among the world's most compelling destinations, not just in winter, but across all seasons.

A four-season vision is central to everything we do. Our Year-Round Visitor Guide leads with it. Our geotargeting campaigns reach winter visitors while they're here, planting the seed to return in spring, summer, and fall. The message is clear: Park City is not a season. It's a lifestyle.

We're also deepening our commitment to the values that define us. Our new partnership with Wheel the World advances accessibility and inclusivity with international credibility and real-world impact. It's a powerful statement about the welcoming community we are committed to. It is the ultimate expression of exceptional hospitality. And our growing emphasis on the culinary and creative arts positions Park City as a year-round cultural destination, not just an adventure one.

None of this happens without you. As we gather for this year's annual meeting, we are grateful for your partnership, your investment, and your belief in what Park City can be. Our Board of Directors continues to provide the vision and steadiness that keeps us moving forward, and your engagement, whether through our educational sessions, networking, or public advocacy, makes our community stronger.

The challenges ahead are real. But so is our resolve. Mother Nature didn't always cooperate, but Park City did. And will. Together, we are building a Mountainkind community that is compassionate, prosperous, sustainable, and inclusive. Thank you for building with us.

Jennifer Wesselhoff
President/CEO

Deirdra Walsh
Chair

FY26 Board of Directors & Staff

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Park City Mountain

Dan Bullert
Vice Chairperson
Stein Eriksen Lodge

Chris Lawing
Treasurer
Pendry Park City

Aldy Milliken
Past Chair
Kimball Art Center

Ian Pope
Five5eeds

Meisha Ross
Twisted Fern

Shayne Scott
Summit County Manager

Gar Trayner
Woodward Park City

Jennifer Wesselhoff
Park City Chamber & Visitors Bureau

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Intermountain Hospital

Jeff Brower
Deer Valley Resort

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Canice Harte
Summit County

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Allison Hey
Utah Olympic Legacy Foundation

Casey Metzger
Top Shelf Services

Emerson Oliviera
The Bridge Café and Grill

Myles Rademan
Leadership Park City

Nathan Rafferty
Ski Utah

Meredith Reed
Park City Board of Education

Jocelyn Scudder
Arts Council of Park City and Summit County

Sara Sergent
Alpine Distilling

Heleena Sideris
Park City Lodging

Janna Young
Summit County

Allison Williams
Lucky Ones Coffee

Joel Zarrow
Park City Community Foundation

FY25 OUTGOING BOARD OF DIRECTORS

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Mountain Trails Foundation

Susie English
Reef Capital Partners

Revice Jordan
Posh Management Group

Rosa Salguero
Top Shelf Services

Rob Sergent
Alpine Distilling

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Office Coordinator

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Senior National Sales Manager

John Kennedy
Senior National Sales Manager

Kyra Holley
National Sales Manager

Katie Titley
Group Sales Services Manager

Sachi Sado
Director of Global Markets

Megan Underwood
Senior International Sales Manager

Courtney Ryan
Communications Manager

Harley Preston
Sales & Communications Assistant

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Scott House
Senior Director of Partner Services

Natalie Kohl
Partner Services Manager

Elizabeth Bolton
Partner Services Development Manager

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Laura Carlson
Vice President of Marketing & Management

Chad Wassmer
Senior Director of Marketing

Morgan Mingle
Senior Director of Sustainable Tourism

Paul Boyle
Director of Content

Halle Nissen
Marketing Manager

Levi Wegleitner
Visitor Experience Manager

BY THE NUMBERS

EXPENSES

Marketing & Visitor Attraction
$6,858,474

Operations & Administration
$4,682,516

Partner & Business Services
$1,046,646

Destination Stewardship
$482,933

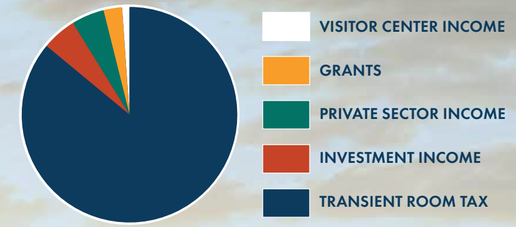
Visitor Management
$272,684

FY26 Financial Performance

The Park City Chamber of Commerce & Visitors Bureau (PCCVB) is the champion of our local business community and *Mountainkind* brand. We strive to foster a successful economy through the promotion of the area as an attractive travel destination and with community and regional collaboration.

Transient room tax is the primary funding source and is paid by visitors who stay in hotels and short term rentals in Summit County lodging establishments. Other funding includes partnership dues, grants, visitor center income, and investment income.

The PCCVB's Board of Directors carefully evaluate and approve all components of the annual budget, including income sources, operational and administrative expenses, and marketing initiatives and expenses.



Our work is guided by our organization's strategic plan with six core objectives, aligned closely with our Sustainable Tourism Plan. These objectives represent the big-picture goals that shape everything we do as an organization. Over the past year, we've made significant progress, celebrating key wins that bring us closer to our vision.

Each achievement reflects our commitment to building a thriving, and resilient community. Looking ahead, the upcoming efforts we have planned will further strengthen our foundation and push us toward long-term success.

OBJECTIVE 1

Serve Chamber Members Through Responsive and Relevant Communication, Programming, and Benefits

The business community is the lifeblood of Park City—staffed by hard-working residents and seasonal workers and led by steadfast leaders and entrepreneurs. The PCCVB works diligently to stay current with emerging business trends and provide the necessary information and tools to the business community through learning opportunities, mixers and other networking events, and resources provided digitally and in print. By providing these resources and networking opportunities, the PCCVB aims to foster an inclusive environment where businesses thrive in a dynamic economy.

LOOKING BACK:

- Produced over 40 pieces of sponsored content and Chamber produced media, increasing visibility for local businesses and reinforcing the connection between Park City's community and its visitor economy.
- Enhanced Chamber mixers with formal networking education through the Attachment Informed Networking series with Aric Bostik, equipping members with practical skills to build more meaningful professional relationships.
- Grew the Mountainkind Card to 115+ participating businesses, generating over $111,000 with $67,000 redeemed to date.
- Launched the Locl listing management pilot program with 70+ Partners participating, generating 350,000+ website clicks, 65,000+ call clicks, and 229,000+ direction requests to local businesses.
- Leveraged a TownLift partnership to provide 50 Chamber Partners discounted job postings and 75+ sponsored content features.

NEW

Host Partner Showcase events where Partners open their doors to fellow Partners to highlight their business and space.

FOCUS

Provide high-value benefits and programming to Chamber Partners while putting a greater focus on educating Partners on PCCVB's work and advocacy efforts through the Chamber 101 program.

EXPAND

Continue to refine Partner benefits with the Mountainkind Card, Locl listing management platform, an exclusive Partner discount with TownLift advertising and professional development with Wasatch Back Business University.

LAUNCH

Launch opportunities for Partners to elevate their businesses through year-round event sponsorships, advertising on ParkCityChamber.com and kiosk advertising at the Visitor Information Center.

OBJECTIVE 2

Sustain Long-Term Community Collaboration in Service to Equitable Economic Opportunity and Sustainable Tourism

Park City's economy is resilient, diverse, and continually evolving to serve locals, visitors, and organizations throughout the community. By contributing to long-term planning and collaborative programming, and by investing in new events and community initiatives through the lens of sustainable tourism, the PCCVB takes a proactive role in building a diverse economy that supports the needs of residents, workers, and visitors.

AWARDED
14
SUSTAINABLE TOURISM GRANTS IN FY26

LOOKING BACK:

- Collaborated with the Park City Community Foundation, ReFED, and the Zero Food Waste Restaurant Cohort on waste reduction plans and success metrics, supporting 10 food service businesses in implementing measurable food waste solutions.
- Supported community partners to create the Zero Waste Special Events resource guide through full stakeholder review and launch, equipping event organizers across Summit County with practical tools to reduce waste at public events.
- Elevated Park City as a sustainable tourism leader, participating as a panelist at the GSTC global conference and the MT2030 climate webinar, joining Destination Think's Collective, and receiving the MT2030 Collaboration Award.
- Completed the IDEAL 1-year audit, finalizing and submitting it to support Park City's continued progress toward IDEAL certification benchmarks.
- Launched the Sustainable Tourism Dashboard and Stewardship web pages, a public-facing tool that transparently communicates sustainability progress through data and storytelling.
- Officially announced Wheel the World Verified Destination status. Assessed 30 locations across Summit County through Wheel the World and built support for accessible travel programs.
- Distributed legislative updates to keep businesses informed of possible policy changes, opportunities, and chances to participate.
- Convened the Small Business Task Force to provide the small business community with an open forum to share concerns and needs.
- Launched the Summit Bike Share station at the Visitor Information Center (VIC), installing a new 7-bike station and expanding sustainable transportation options for visitors and residents exploring the area.
- Achieved Green Business Certified status at the VIC.

AWARDED
17
SUSTAINABLE TOURISM GRANTS IN FY27

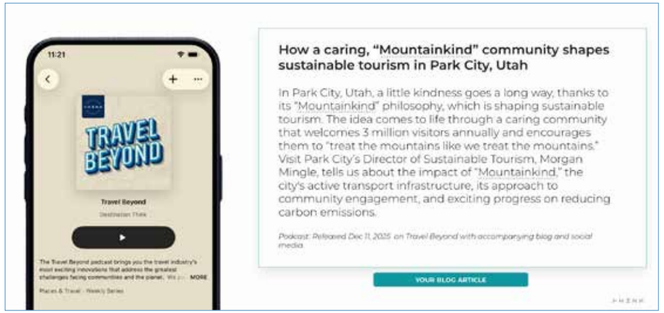
Arts & Culture	$25,000
Visitor Dispersion	$36,000
Visitor Education	$25,000
Visitor Impact Management	$37,000
Product Development	$27,000

Summit Bike Share at the Visitor Information Center

IDEAL Certified Sustainable Destination

PARK CITY | SUMMIT COUNTY green BUSINESS PROGRAM

Mountainkind Morning



LOOKING AHEAD:

- Recertify Park City as an IDEAL destination by updating over 100 criteria and completing an onsite audit and review.
- Partner with the University of Utah on an Adaptive Management study to better understand use and pressure on key visitor attractions and build tools to adjust visitor management when trigger points are reached.
- Launch a passport project in collaboration with local cultural institutions—including the Kimball Art Center, Alf Engen Museum, Swaner Eco Preserve, the Arts Council, and the Park City History Museum—guiding visitors through cultural sites and deepening community connection.
- Develop a voluntourism program to attract responsible visitation and invest in regenerative tourism frameworks.
- Continue the Destination Stewardship Working Group to advise on Sustainable Tourism Plan initiatives.
- Assess 30 additional businesses for Wheel the World.
- Prepare for the 2027 Legislative Session and work with committees and working groups to better understand priorities for the community.

OBJECTIVE 3

Deepen Resident Understanding and Awareness of the Benefits of Our Visitor Economy

324,600
LOCAL IMPRESSIONS

604
LOCAL PIECES PUBLISHED

RESIDENTS SAY:

NEARLY **80%*** ARE PROUD TO CALL THIS AREA THEIR HOME

55%* CARE ABOUT THE SUCCESS OF THE TOURISM INDUSTRY

MORE THAN **60%*** SAY THAT TOURISM IS IMPORTANT TO THE LOCAL ECONOMY

Tourism is a vital component of the Park City economy. The PCCVB works diligently to highlight the economic benefits and services that come from taxes paid by visitors and to help mitigate tourism's impacts on the environment and quality of life. Approximately 65% of all sales tax revenue in Summit County is generated by nonresidents—roughly $18 million per year. Visitors to Park City and Summit County directly benefit the community at large, contributing to trail development, infrastructure repairs and upgrades, and community beautification.

LOOKING BACK:

- Published monthly newspaper columns, executed monthly radio interviews and created monthly content in local online publications featuring messaging about the value of Park City's tourism economy and its exceptional workforce.
- Celebrated the second annual Mountainkind Morning event, engaging residents during the shoulder season to celebrate the Mountainkind spirit and the coming ski season, strengthening community pride and fostering a positive relationship between residents and the tourism economy.

LOOKING AHEAD:

- Complete an economic impact report on 2025 to provide the community with reliable data on the economic returns of the tourism industry.
- Grow awareness and understanding of Mountainkind across the community, ensuring it is embraced by visitors, residents, partners, and local businesses through consistent integration into the visitor experience.
- Continue working alongside local media outlets including the *Park Record*, Town Lift and KPCW along with Salt Lake City media outlets to tell the story of Park City business owners and workforce team members, raising awareness of the value of the tourism industry.
- Create a podcast that helps communicate the value of tourism with the local community.
- Repeat the Mountainkind Morning event to engage residents in Park City and Summit County.

**From 2025 Resident Sentiment Survey*

OBJECTIVE 4

Attract Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors

The PCCVB drives visitation through an integrated, multi-channel effort spanning domestic and international marketing, media relations, group sales, and on-the-ground visitor experience. These functions work in concert to place Park City in front of leisure travelers, meeting planners, and tour operators worldwide while ensuring that visitors who arrive find an experience worth sharing. Guided by the Mountainkind brand and a commitment to responsible tourism, this work generates measurable economic return for Summit County businesses and workers while reinforcing Park City's reputation as a world-class, year-round mountain destination.

COMMUNICATIONS

LOOKING BACK:

- Welcomed 120 members of the media to Park City, producing editorial coverage valued at $120 million.
- Hosted media events to promote the Mountainkind brand in New York City, Toronto, Los Angeles, Ft. Worth, and Orlando, building awareness of Park City as a year-round destination among journalists and editors in five key feeder markets.
- Named #1 Mountain Town in America by *Outside* Magazine (2026).
- Featured article in *NY Times* "36 Hours in Park City."
- Featured in *Forbes Travel Guide's* Top Destinations For 2026.
- Kimball Arts Festival named "One of the Ten Best Art Festivals You Can't Miss" in *USA Today*
- Featured in *Conde Nast Traveler* Best Places to Go in 2026.

Rocky Mountain High

VOGUE
SUBSCRIBE
TRAVEL
Where to Eat, Stay, and Ski in Park City, Utah's Winter Crown Jewel
BY NICOLE KLIEST
December 10, 2025

ACHIEVED OVER
$120M
IN EARNED MEDIA COVERAGE

Outside
1. Park City, Utah

LOOKING AHEAD:

- Introduce Park City to 80 members of the media through inbound press trips and familiarization tours to showcase culinary assets, lodging updates and all four seasons of recreation.
- Visit media in New York City, Seattle and Denver.
- Host an annual media dinner before the Toronto Ski Show.
- Host mountain bike media with familiarization (FAM) tours in June and September.
- Spotlight Park City's culinary excellence by supporting the debut of the *Michelin Guide* to the Southwest.
- Support the debut of the Netflix series Chef's Table culinary festival in Park City.
- Promote Park City Mountain's and Deer Valley's on-mountain infrastructure upgrades, along with Shaun White's Snow League.
- Cover the Fox US Open of Mountain Biking in September and the FIS Ski World Cup aerials and moguls at Deer Valley in February as signature Park City events.
- Showcase arts and culinary programming: Kimball Arts Festival, Art on the Trails, the Latino Arts Festival, Create PC Local Arts Collective, Utah Symphony's Deer Valley Music Festival, Park City Song Summit, Park City Wine Festival, and Deer Valley Mountain Beer Festival.

OBJECTIVE 4

Attract Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors

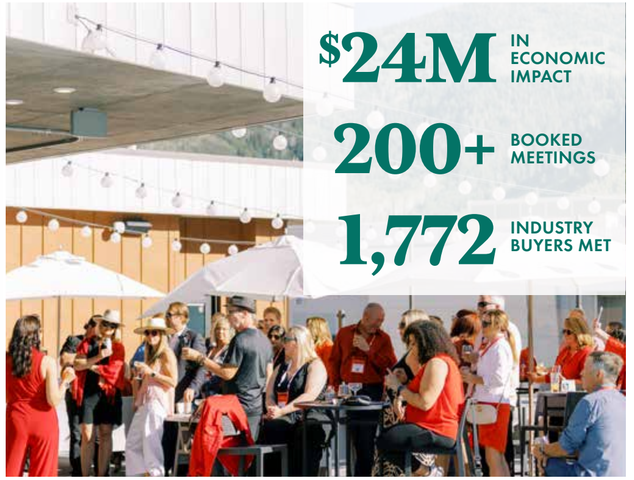
The Group Sales team is dedicated to drawing in groups and hosting meetings during the quieter off-peak seasons. Efforts are centered around crafting compelling marketing and sales strategies that showcase the area as the ultimate destination for business meetings, conferences, and corporate retreats.

GROUP SALES

LOOKING BACK:

- Welcomed more than 280 meeting planners to the destination and sourced 1,000 potential leads for Park City hotels.
- Assisted in placing just over 200 booked meetings in Chamber hotels, generating over $24 million in economic impact based on lodging, dining, and recreational spend.
- Met with, engaged, and educated 1,412 meeting planners about Park City as a premier meeting destination.

Members of the Group Sales Team at Park City Ice Arena learning the sport of curling, now offered as an optional activity for visiting groups



$24M IN ECONOMIC IMPACT

200+ BOOKED MEETINGS

1,772 INDUSTRY BUYERS MET

Meeting Planner Familiarization Tour at Utah Olympic Park

Customize Destination Site Visits for Clients

SOURCED **1000** LEADS TO PARTNER MEETING PROPERTIES

Visit Park City National Group Sales Team

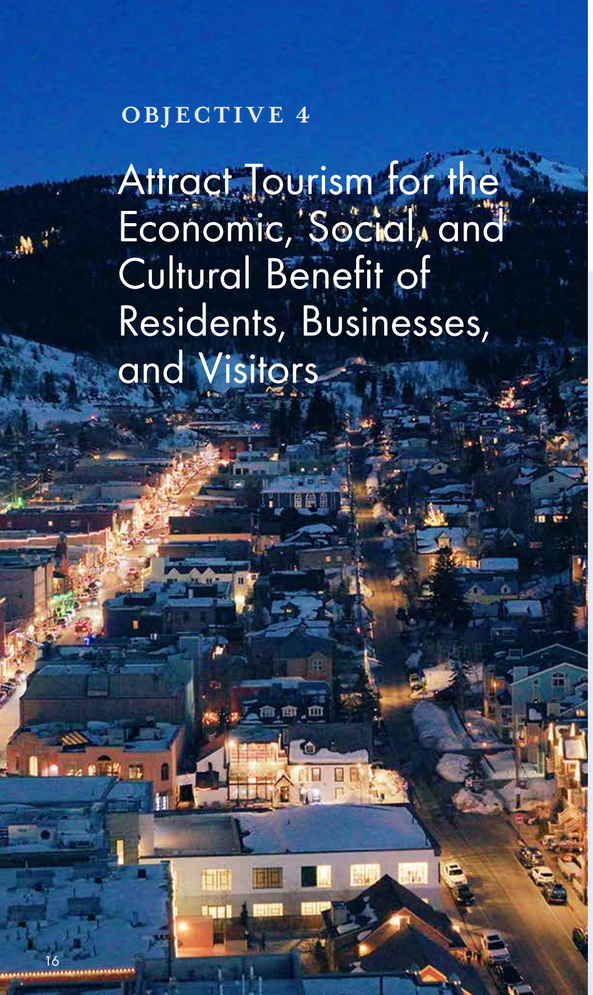
WELCOMED **280** MEETING PLANNERS IN PARK CITY

LOOKING AHEAD:

- Introduce Park City to 100 meeting planners through inbound site inspections and familiarization tours.
- Target $20 million in economic impact from group business.
- Increase outreach through key events including SITE Mountain West Chapter, IMEX and Northstar Small & Boutique Meetings.
- Launch a new Group Sales Promotion featuring the Mountainkind Card, supporting our local businesses.
- Maintain focus on Mountainkind Meetings, targeting incentive travel, medical/pharmaceutical, finance, insurance, and technology sectors.

OBJECTIVE 4

Attract Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors



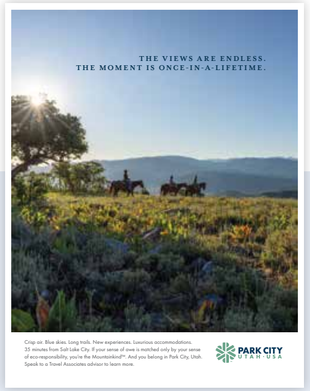
PARK CITY UTAH·USA

ENGAGED WITH 179 MEDIA PROFESSIONALS

INTERNATIONAL SALES

LOOKING BACK:

- Engaged with 275 trade professionals and 28 media representatives across seven trade shows, expanding Park City's presence in international markets and building relationships with key buyers and media influencers.
- Engaged with 722 trade professionals and 116 media representatives over five sales missions in Mexico, the UK, Australia, and Brazil, deepening trade partnerships and generating interest in Park City product across four priority markets.
- Hosted 29 FAMs for 106 trade professionals and 35 media representatives, showcasing Park City as a premier destination.
- Achieved international acclaim with 403 articles showcasing the charm and appeal of Park City to a global audience.
- Following international agency training FAMs in FY25 and FY26, agency partners increased their representation of Park City at in-market trade shows and events, including Luxperience (Australia), IMM (Brazil), Ski the American Rockies events (UK), and cooperative trade events in Mexico.
- Hired a new UK agency partner, KBC Travel Marketing & PR, to strengthen market representation.
- Launched the 'Steps to Success' partner education program to deepen understanding of international travel trade distribution.



Print Ad

Advertorial

LOOKING AHEAD:

- Introduce Park City to 100 tour operators and wholesalers through inbound FAM tours.
- Target over $10 million in editorial coverage from international markets.
- Maintain a focused international strategy centered on priority markets (Mexico, UK, Australia, Brazil) while sustaining engagement in secondary and emerging markets.
- Continue core programs and partnerships, including key trade shows, sales missions, and leveraging in-market agencies.
- Refine program delivery, with adjustments to FAM tour frequency and reduced HQ staff travel.
- Continue partner education efforts to strengthen readiness in international travel trade distribution.

ACHIEVED INTERNATIONAL ACCLAIM WITH 403 GLOBAL ARTICLES

HBMX Bespoke

REACHED 1103 TRADE PROFESSIONALS

OBJECTIVE 4

Attract Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors

DOMESTIC MARKETING

LOOKING BACK:

- Focused organic social strategy on Meta platforms while experimenting with Pinterest and TikTok to reach and grow new audiences.
- Conducted Conversion Rate Optimization (CRO) tests on VisitParkCity.com that improved engagement and conversions for return site visitors.
- Continually monitored and optimized website content to perform well in Google's AI-driven overview and Large Language Model (LLM) search results.
- Developed the 'There's more than one way to winter' campaign during the low-snow season, reaching in-destination visitors with content highlighting off-mountain activities.
- Deployed new 'It's Snowing' ads in the Mountainkind brand before and during snowstorms to inspire visitation and reach snow chasers.
- Evolved Mountainkind campaign creative to demonstrate a unique sense of place, state of mind, connection, and perspective, with new video and photography featuring local artists and families in key locations and environments, strengthening brand resonance across target markets.
- Developed 86 blogs—31 new stories and 55 evergreen updates—covering a variety of compelling topics under our content pillars, growing organic search visibility and providing visitors and residents with inspiring, people-first editorial content.
- Published two 'Stories of the Mountainkind' features showcasing unique individuals in the community who evoke Mountainkind values, deepening authentic brand storytelling and connecting visitors to the people and culture of Park City.
- Produced a new magazine-style Visitor Guide—written, designed, and printed to inspire year-round visitation to Park City.
- Implemented a native AI chatbot to increase website engagement and provide contextual answers to visitor queries on VisitParkCity.com.

Digital Banner Ad

New Year-Round Visitor Guide

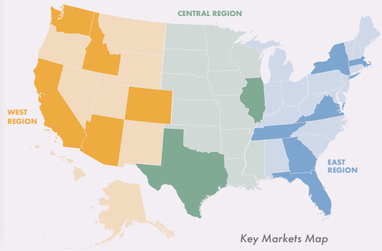
DEVELOPED 86 BLOGS

31 NEW STORIES

55 EVERGREEN UPDATES

Digital Banner Ad

Print Ad



Key Markets Map

Digital Banner Ad

LOOKING AHEAD:

- Implement a year-round campaign plan that showcases all seasons of Park City alongside specific seasonal campaigns.
- Identify and address content gaps in the web chatbot, feeding relevant third-party data and promoting the chatbot via digital channels to boost conversations.
- Develop an in-market visitor campaign encouraging visitors to return and experience a different season in Park City.
- Enhance community connection to the Mountainkind brand with an increased in-market presence.
- Publish six blogs a month (four evergreen refreshes, two original stories) and continue conversion rate optimization and template enhancements to boost SEO and AI value.
- Produce a mountain biking documentary with local hero and 2024 Olympic silver medalist Haley Batten, following her 2026 race season.

OBJECTIVE 5

Manage and Monitor Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors

VISITOR EXPERIENCE

LOOKING BACK:

- Completed updates to the Visitor Information Center, transforming the space and creating a more welcoming, functional environment that better serves visitors and the community.
- Installed 2002 Winter Olympic memorabilia on loan from the Alf Engen Ski Museum alongside a climate change exhibit in collaboration with Swaner Preserve and EcoCenter, connecting Park City's athletic heritage and commitment to environmental stewardship.
- Launched a comprehensive Scenic Guide for exploring Summit County and surrounding areas by foot, bike, bus, and car; making it easier for visitors to discover the region.
- Implemented a new waste diversion program at the Visitor Information Center, contracting with Momentum to manage food scraps and glass recycling at new disposal station.
- Expanded merchandise, generating additional revenue while reinforcing the PCCVB's commitment to sustainability and local goods.
- Implemented an in-market paid and owned media campaign to inform guests on how to be responsible visitors.

The PCCVB uses informed decision-making processes to best manage and foster a tourism economy that supports local livelihoods, enhances community well-being, and celebrates Summit County's unique identity. By informing visitors with a comprehensive education campaign, we seek to ensure that tourism growth is aligned with long-term community values and helps reach sustainability goals while reinforcing the PCCVB's role as stewards of a thriving and inclusive destination.

Thank you to our VIC staff!

ASSISTED OVER

8K

REQUESTING INFORMATION

LOOKING AHEAD:

- Streamline Visitor Information Center operations to expand capacity for community-facing work and reduce administrative burden.
- Finalize and install a new interactive topographic map at the Visitor Information Center featuring light-up zones and educational information.
- Continue and iterate in-market paid and owned media campaigns to inform guests on responsible visitation.
- Develop a structured Ambassador Program to extend the reach of the VIC beyond its walls and deepen visitor engagement.
- Refresh visitor-facing print materials to reflect current offerings, infrastructure updates, and the expanded range of experiences across the region.
- Expand merchandise sales to include a wider array of sustainably sourced items.

OVER

5K

UTILIZED LOCAL DIGITAL ASSISTANCE

OBJECTIVE 5

Manage and Monitor Tourism for the Economic, Social, and Cultural Benefit of Residents, Businesses, and Visitors

LOOKING BACK:

- Utilized visitation data from DestiMetrics, Zartico, RRC Associates, Blue Room Research, and other partners to forecast and track occupancy, visitor spend and behavior, and travel industry trends.
- Conducted SMARI advertising research to gain insights on the effectiveness of the winter marketing campaign and the continued performance of the Mountainkind brand.
- Conducted a summer and fall visitor survey to understand the demographics of summer and fall visitors.

LOOKING AHEAD:

- Utilize research partners to monitor occupancy, understand visitors, track progress of the Sustainable Tourism Plan, and collect data and trends for more informed decision-making.
- Conduct a tourism economic impact study.
- Enhance the research taskforce with the City and County.

Emerging Trends & Industry Outlook

- As gas, energy prices, and airfare continue to rise, there may be an increase in visitors from drive markets versus fly markets.
- With current energy costs and geopolitical instability, there may be an uptick in domestic travel versus outbound international travel.
- Even with economic uncertainty, consumers continue to prioritize travel and are willing to make adjustments in other areas of their budgets.
- Demand continues to shift toward high-value, personalized, and experience-driven travel, including luxury itineraries and meaningful, distinctive trips.
- Growth is expected in experiential segments such as multigenerational, wellness, adventure, and sports tourism, alongside continued strength in ski and snow travel.
- Travel behavior is becoming more intentional and complex, with varying booking windows, increased reliance on travel advisors, and a stronger focus on unique, memorable experiences.
- Economic and geopolitical factors are creating headwinds, with exchange rate volatility, affordability concerns, and global uncertainty impacting traveler confidence.

OBJECTIVE 6

Evolve the PCCVB's Structure, Skills, and Capabilities to Support our Mission

The PCCVB is incredibly fortunate to be staffed by a group of individuals whose talents and skills span a wide variety of activities and interests that serve Park City. This blend of expertise allows the team to work efficiently within departments, across divisions, and with community Partners. The team strives for excellence, pursuing educational opportunities to ensure that marketing and communications efforts effortlessly combine diversity, sustainability, and compassion to inspire visitors and locals alike.

2026 marked the first year that all departments performing in-person sales functions were consolidated into one 10-person Sales & Communications department. The Group Sales, Communications, and International Sales teams now operate under a unified structure, setting annual budgets and goals with the help of Marketing Advisory Committees (MACs) comprising of leading sales and communications personnel from area hotels, resorts, restaurants, and attractions. The Chamber is grateful for their contributions and leadership.

PARK CITY UT
CHAMBER OF COMMERCE & VISITORS BUREAU

Park City Chamber of
Commerce & Visitors Bureau

1850 Sidewinder Dr #200
Park City, UT 84060
800-453-1360

VisitParkCity.com | ParkCityChamber.com