

## Letter from Leadership

Dear Partners.

The debut of the Mountainkind<sup>™</sup> rebrand marked a pivotal moment for our community. More than a marketing campaign, Mountainkind represents our collective identity—a place that welcomes visitors to experience not just world-class recreation, but a culture rooted in care, connection, and sustainability. From major markets to meeting planners and media, the Mountainkind message is resonating, attracting travelers who positively contribute to our economy and environment. It's also striking a chord with our locals, who see Mountainkind as a reflection of the values we live every day-kindness, stewardship, authenticity, and a deep love for the place we call home.

This shared sense of purpose has helped guide us through a year of change and challenge, growth and innovation-made memorable by our community's adaptability and resilience. Once again, your focus, excellent service, and outstanding employees are the heroes of our progress.

In Fall 2024, we completed an update of the Tourism Economic Impact Study, which confirmed the scale of tourism's contribution-generating 14,798 jobs, \$818 million in wages, and \$2.2 billion in annual economic impact. This data helps tell a fuller, more accurate story—one that strengthens our ability to advocate, educate, and plan for the future.

We also expanded our partner base to an all-time high of 1,077 members, a milestone that reflects the economic vibrancy and diversity of our community. Through expanded programming and strategic partnerships, we've advanced many community-wide priorities around sustainable tourism, destination stewardship, and workforce development.

Today is equally about looking ahead to a thriving, balanced future where Summit County continues to lead with purpose and possibility.

Our priorities going forward are to serve you with always-improving programs and benefits while pursuing the opportunities our economy creates. In these uncertain times, we'll continue to monitor trends and adapt as needed to serve both our partners and our broader community. We'll also work to tell our story better-sharing how a visitor-based economy contributes to the quality of life we all enjoy. Expect to see refined Mountainkind campaigns that educate and inspire visitors, resonate with locals, and foster unity for a prosperous future.

We are incredibly grateful for the leadership of our volunteer board and your continued engagement. Your commitment to Park City is the foundation of our success and of the legacy we're building for generations to come. We can't wait to see what we'll accomplish together in the year ahead.

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Jennifer Wesselhoff President/CEO Park City Chamber & Visitors Bureau

Susie English Chairperson Deer Valley Resort

Aldy Aldy Milken Incoming Chairperson Kimball Art Center

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Sarah Stephenson Group Sales Support Manager

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Meaan Underwood International Marketing Manager

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Markets

Director of Global

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Alix Suter

Manager

Marketing Manager

Visitor Experience

Director of Sustainable Tourism

# BY THE NUMBERS

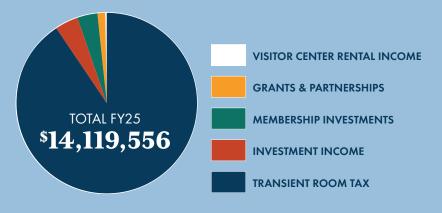


## FY25 Financial Performance

The Park City Chamber of Commerce and 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, rental 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

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

Park City's economy is dynamic, evolving with the times to serve a range of individuals, groups, and organizations throughout the community. By contributing to long-term planning, collaborating on different community programs, and investing time and effort into securing new events and community initiatives through the lens of sustainable tourism, the PCCVB is taking a proactive role in creating a diverse economy that satisfies the needs of residents, workers, and visitors.



**AWARDED** SUSTAINABLE TOURISM GRANTS IN FY25



#### LOOKING BACK:

- Celebrated the 2034 Winter Olympic Games returning to Utah and Summit County's role as a host venue.
- Helped secure 13 rental unit listings representing 22 rooms and 36 beds for workforce housing via the WE RIP program in collaboration with Mountainlands Community Housing Trust.
- Participated in Park City's General Plan, Main Street Area Plan, and Arts & Culture Master Plan to help steer a resilient and diverse community.
- Collaborated with 57 local and regional organizations to foster community, economic development, and sustainability.
- Launched the first annual Mountainkind Morning event to engage residents and celebrate the coming winter ski season.
- Hosted a Zero Waste Workshop in collaboration with the Park City Community Foundation and ReFED-the first step in the Zero Waste Cohort, where 10 food service businesses will work to implement food waste solutions over the next year.
- Awarded 2025 Sustainable Tourism Grants to help Summit County businesses further their sustainability goals.
- Sponsored the Summit Bike Share and Green Business Program to develop and further encourage sustainable choices and solutions in Summit County.
- Convened with the Destination Stewardship Working Group to advise on the execution of the Sustainable Tourism Plan initiatives.



Arts & Culture	\$23,000
Visitor Dispersion	\$10,500
Visitor Education	\$29,000
Visitor Impact Management	\$20,000
Visitor Product Development	\$45,000
Voluntourism	\$22,500







Celebrating our locals on Mountainkind Morning





#### LOOKING AHEAD:

- Continue to advance workforce support and initiatives, including the Best Place for Working Parents program.
- Repeat another successful Mountainkind Morning event to engage residents in Park City and Summit
- Continue to develop and expand the Sustainable Tourism Plan, providing resources and tools for businesses and organizations to serve tourists in an equitable and sustainable manner.
- Continue to work with the Park City Community Foundation, ReFED, and the Zero Food Waste Cohort on the implementation of their waste plans and tracking success metrics.
- Award next year's Sustainable Tourism Grants to businesses and leaders committed to sustainability and environmental practices.
- Continue the Destination Stewardship working group to advise on Sustainable Tourism Plan initiatives.









Mountainkind Morning mug

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

The business community is the lifeblood of Park City and Summit County—staffed by hard-working residents, neighboring commuters, seasonal workers, and led by steadfast leaders and entrepreneurs. The PCCVB works diligently to stay on top of business trends and provide necessary information and tools to our business community via learning opportunities, mixers and other networking events, and resources provided digitally, in print, and in multiple languages. By providing these resources and networking opportunities, we hope to foster an inclusive environment where businesses can thrive in a diverse and resilient economy.

#### LOOKING BACK:

- Expanded our network of Chamber Partners to 1,077.
- Provided engaging events like the Tourism Fall Forum, Wasatch Back Economic Summit, and the new Wasatch Back Business University with increased sponsorship and content.
- Launched the Mountainkind Card a first of its kind tool for communities to keep local dollars local, generating a 430% ROI representing nearly \$55,000 to spent with participating Chamber Partners, \$31,000 of which has already been redeemed into Partner's bank accounts.
- Produced a new YouTube and blog series, "Our Town," highlighting Chamber Partners and their businesses and how they embody the Mountainkind spirit.
- Completed 10 "Placemakers" articles highlighting those who have helped shape Park City.
- Provided Partners with a robust Seasonal Worker Resource Guide and PCCVB supported health insurance program for small businesses.



### NEW

Continue the "Our Town" series with up to 12 new episodes highlighting more local businesses in Summit County.

## **FOCUS**

Provide high-value benefits and programming to Chamber Partners while putting a greater focus on evaluation and elevation to ensure the Park City Chamber remains a strong partner, resource center, and advocate for Summit County businesses and organizations.

## **EXPAND**

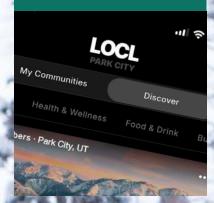
Expand the network of participating Mountainkind Card Partners and create more community uptake by leveraging the PCCAPS program to drive this economic development tool and encourage local spending.

## LAUNCH

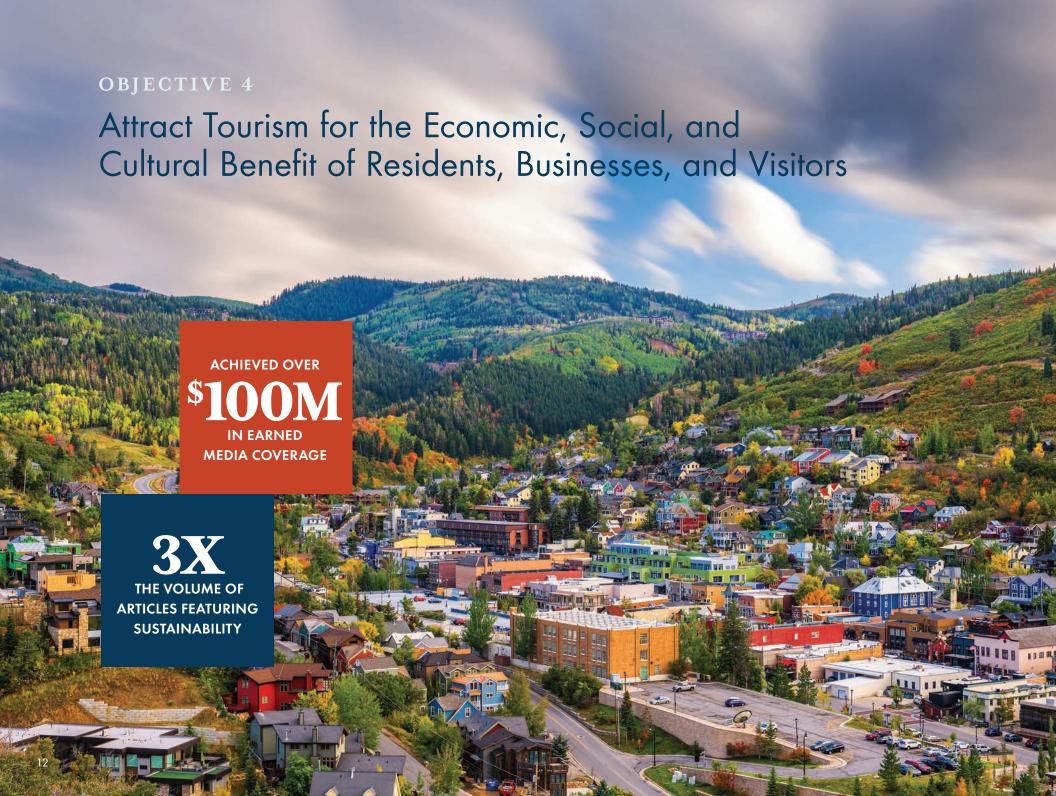
Launch Locl, an all-in-one platform for managing your Google Business Profile (GBP), reputation oversight, local SEO, and performance insights—all in one place. Locl provides the tools and support Chamber Partners need to optimize their Google Business Profile, grow their business, make it easier to connect with visitor and locals alike and provides robust data insights back to the Chamber.













Summit County has a diverse range of amenities and recreation opportunities that make it a world-class mountain destination. The PCCVB leverages data from both internal and external sources across various categories to understand the ideal Park City visitor. This information is crucial for deploying year-round marketing campaigns and public relations efforts aimed at attracting responsible visitors and group business to support our economy and workforce. Through a collaborative effort across all departments, we create marketing materials that are relevant and responsible. This ensures that as we attract visitors, we are inviting them to join us in being stewards of our environment and learning about our unique culture and values.

#### **COMMUNICATIONS**

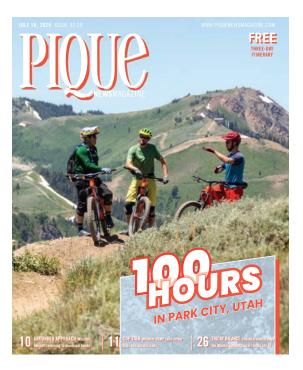
#### LOOKING BACK:

- Completed a brand launch tour to share Mountainkind with media and the public in Washington D.C., Toronto, Chicago, Baltimore, Tampa, Dallas, San Diego, Orange County, and San Francisco.
- Joined a media event at the James Beard House in New York with five local Park City chefs and two spirits producers to share Park City's culinary excellence.
- Updated more than 160 national media about the Park City destination, and hosted an additional 100 in Park City to share various seasonal messages, including arts and culinary festivals throughout the year.
- Achieved over \$100 million in earned-media coverage for Park City and tripled the volume of articles featuring sustainability.

#### LOOKING AHEAD:

- Host over 80 media members in Park City.
- Visit media markets in New York, Orlando, Los Angeles, Ft. Worth, Phoenix, Denver, and host an annual media event in Toronto.
- Host media in June and September for a mountain bike familiarization tour.
- Highlight accessible travel writers and adaptive recreation ahead of the Olympic and Paralympic Winter Games Milano/Cortina 2026.







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

The Group Sales Department is dedicated to drawing in groups and hosting meetings during the quieter off-peak seasons. Our 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:

- Tailored marketing campaigns were developed specifically designed for various target audiences, ensuring that messaging resonates deeply with their unique needs and preferences.
- Prospective clients were hosted in Summit County, showcasing the region's unique offerings through immersive experiences.
- Collaborating with our partners, we participated in industry trade shows to strengthen our relationships with meeting planners and foster future opportunities.
- Completed and distributed a Sustainable Meetings & Events playbook, along with quick reference sheet and checklist.





lust 35 minutes from Salt Lake City International Airport, in a historic town unde an expansive alpine sky, you'll find not just the perfect place for your next event but the perfect vibe - a thing we call mountainkind. It's a culture that champion: nature, community, and sustainability - the perfect setting for adventure and collaboration among groups. Our local experts are ready to help you make your















SOURCED LEADS **TO PARTNER PROPERTIES** 

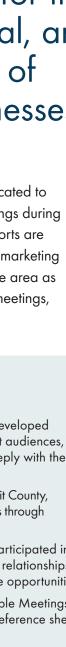


Group Sales Team

HOSTED MEETING **PLANNERS IN** PARK CITY

#### LOOKING AHEAD:

- Develop a comprehensive marketing strategy that leverages Park City's strategic position alongside the Mountainkind brand to enhance its stewardship narrative.
- Target key corporate sectors, including incentive travel, medical/pharmaceutical, finance/insurance, and technology.
- Support a year-round economy by launching a new Mountainkind gift card promotion to encourage group bookings during the shoulder seasons.
- Educate meeting planners about sustainable event practices utilizing the Mountainkind brand to enhance stewardship initiatives.
- Host two significant events in Summit County for meeting planners to showcase how we can serve as an ideal backdrop for their meetings:
- August: Society of Incentive Travel Executives
- October: Northstar Small & Boutique Meetings





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





#### INTERNATIONAL MARKETING LOOKING BACK:

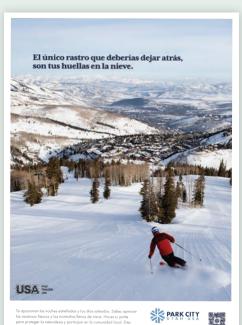
- Reached 281 trade professionals and 30 media professionals at six trade shows.
- Engaged with 682 trade professionals and 43 media professionals during five sales missions to Mexico, UK, Australia, and Brazil.
- Hosted 90 travel trade professionals on 17 FAMs and 39 media professionals on 19 FAMs.
- Conducted the first Mexico sales mission to promote summer to the Mexican market.
- Partnered with Ski the American Rockies, a collaborative effort with Ski Utah, Colorado Ski Country, Big Sky, Jackson Hole, and Sun Valley to promote North American skiing in the UK market.
- Achieved international acclaim with 105 articles showcasing the charm and allure of Park City to a global audience.
- Focused on year-round marketing activities in Mexico and the UK and a winter-focus in Australia and Brazil.
- Hired a new agency, TM Americas, to represent in Mexico.

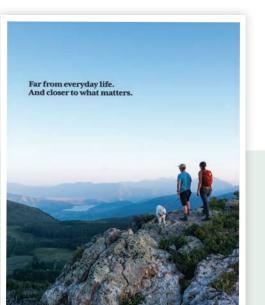
**ENGAGED WITH** 73 MEDIA



Mexico Print Ad

**PROFESSIONALS** 









UK Print Ad



Educating Australian Travel Agents

#### LOOKING AHEAD:

- Prioritize sales and marketing efforts in Mexico, UK, Brazil, and Australia.
- Leverage Visit USA programs and conduct FAM tours to maintain visibility in primary and secondary markets.
- Launch the Steps to Success international readiness education program for PCCVB partners.





**UK Digital Banner** 



Park City highlights for Mexico market



Ski the American Rockies trade show in London

REACHED TRADE **PROFESSIONALS** 



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

#### DOMESTIC MARKETING

#### LOOKING BACK:

- Launched the Mountainkind brand for our winter campaign and built awareness in key markets.
- Conducted a successful summer and fall campaign following the initial launch of Mountainkind last year.
- Developed all new creative for the fall campaign to showcase the Mountainkind spirit.
- Conducted several Conversion Rate Optimization (CRO) tests on VisitParkCity.com that improved engagement and conversions for return site visitors.
- Continually monitored and optimized our website and content to perform well in Google's new Al-driven overview and Large Language Model (LMM) search while still focusing on engaging users and delivering real value.
- Developed 99 blogs—52 new stories and 47 evergreen updates focusing on a variety of compelling topics to excite and invigorate readers about Park City.
- Focused organic social strategy on Meta platforms (Facebook and Instagram) while beginning to experiment more with Pinterest and TikTok to reach our target audiences on those channels.
- Updated the VIC with new interior and exterior Mountainkind signage and branded sustainable merchandise for sale.



Approximately 122,000 winter trips were influenced by the 2024-2025 Mountainkind campaign, resulting in an estimated \$789 million in visitor spending.\*











The Mountainkind campaign earns excellent ratings for sparking interest in learning more about and visiting Park City. The campaign also excels at promoting responsible visitation and stewardship of Park City's natural resources.\*



**52**NEW STORIES

EVERGREEN UPDATES



New Summer TV

#### LOOKING AHEAD:

- Develop conversational AI on the website and mobile app to connect with visitors.
- Create comprehensive year-round campaigns to promote Park City and the Mountainkind brand.
- Evolve the Mountainkind campaign to demonstrate the sense of place, state of mind, connection, and perspective of the Mountainkind.
- Maintain successful paid media vendors for consistent measurement and insights into our target audiences and visitors.
- Further develop accessibility content and create an engaging landing page to reach adaptive audiences.





The campaign delivered a return of \$391 in visitor spending for every \$1 invested.\*

\*Source: SMARInsights 2024-2025 Winter Advertising Effectiveness Research

Winter Banners

New Summer Banners

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

Through data collection and measurement, the PCCVB uses an informed decision-making process to foster a tourism economy that supports local livelihoods, enhances community well-being, and celebrates the unique cultural identity of our region. This approach ensures that tourism growth is aligned with long-term community values, reduces community and environmental impact via visitor management and helps us attain our sustainability goals while reinforcing our role as stewards of a thriving and inclusive destination.

#### VISITOR MANAGEMENT

#### LOOKING BACK:

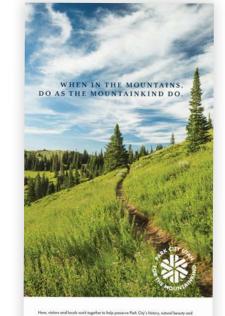
- Upgraded the Visitor Information Center (VIC) with several enhancements, including a large ceiling fan for sustainable cooling, a relocated and expanded video wall featuring sizzle reels, and window tinting in brand colors. An ADAcompliant power door opener was also installed to improve accessibility.
- Partnered with the Alf Engen Museum to feature seasonal exhibits, including a winter Diversity in Skiing exhibit with OurSundays.
- Partnered with the Park City Summit County Arts Council to establish a rotating local art installation and sell postcards featuring local artists.
- Launched the 'Visit Park City' mobile app on Apple and Google Play Stores featuring maps, educational resources, itineraries, and more features for residents and visitors alike.
- Assisted over 8,500 people requesting destination information at the VIC.
- Installed a Summit Bike Share 10-bike station at the VIC.
- Ran education campaigns in the summer and winter to reach visitors in the market and help guide them to be responsible visitors.

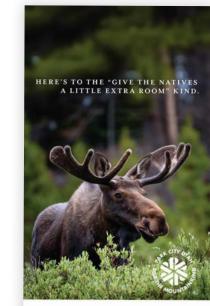


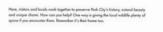












#### LOOKING AHEAD:

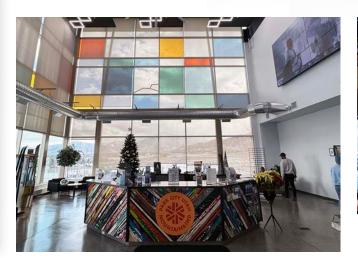
- Develop a voluntourism program to attract responsible visitation and invest in regenerative tourism frameworks.
- Partner with 'Tourism Cares' to promote socially minded tourism businesses
- Expand merchandise sales to include a wider array of sustainably sourced items.
- Add new features to the VIC, including an information desk, built-in cabinetry, educational module, topographic map, waste disposal station, and community board.
- Run education campaigns for in-market visitors throughout the summer, fall, and winter.
- Build scavenger hunts into the mobile app to help with visitor dispersion and provide an engaging tool to highlight areas of historical and cultural interest.
- Create a new illustrated map pamphlet and scenic guide brochure focusing on utilizing alternative transportation while integrating must-see attractions and amenities.





Mobile App

Meta Organic Socia





Thank you to our VIC staff!

VIC Kiosk Ads Window Tint at the VIC

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

#### **RESEARCH & MEASUREMENT**

#### LOOKING BACK:

- Utilized data from Destimetrics, Zartico, Google Analytics, Blue Room Research and other partners to track the success of our marketing and build further understanding of our target audiences.
- Conducted SMARI advertising research to understand the performance of our new Mountainkind campaign.
- Built a Sustainable Tourism Dashboard to track the metrics outlined in the Sustainable Tourism Plan.

#### LOOKING AHEAD:

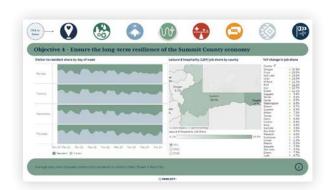
- our occupancy, understand our visitors, and our visitor attraction.
- Conduct a summer and fall visitor survey for a better understanding of our visitors.











- Continue to utilize research partners to track collect data for informed decision-making in



#### OBJECTIVE 6

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

Our organization is fortunate to be staffed by a group of individuals whose talents and skills cover a wide variety of activities and interests throughout Park City. This blend of expertise allows us to work efficiently within our teams, across departments, and with our community partners. Our team strives for excellence, pursuing educational opportunities to ensure that our marketing and communications effortlessly combine diversity, sustainability, and compassion to inspire visitors and locals alike.





Park City Chamber of Commerce & Visitors Bureau

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