



park  city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

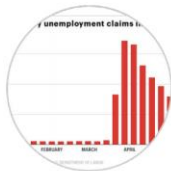
Winter Recap 2020-2021

April 16, 2021

1

A CHALLENGING LANDSCAPE

The pandemic accelerated and exposed already existing dynamics



Underlying instability



Social inequality



Economic fallout



Digitization



Values and principles are becoming currency of success

2



Performance Metrics / Scorecard

- Occupancy (gives us an indication of the number of visitors in town)
- Tax Collections - sales tax and TRT – provides actual spending
- Unemployment rates

3

Early Season Highlights

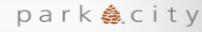
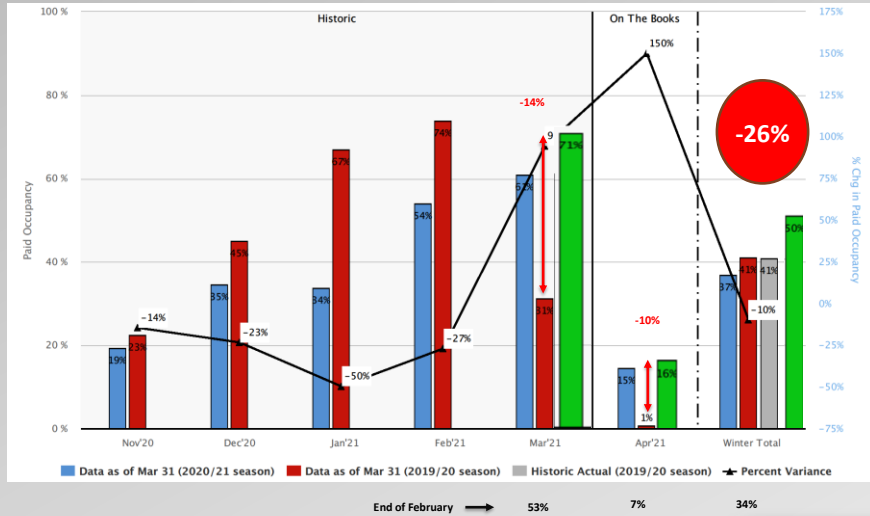
- Low snow conditions
- Limited terrain at ski resorts
- Limited capacity (resorts sold out on holidays)
- NEW Reservations system
- Sundance Impacts
- Overall slow start

Late Season Highlights

- Better snow conditions
- Pent up demand
- Hope from vaccines
- Timing of Easter
- Consumer optimism
- Increased comfort with air travel
- Extended week

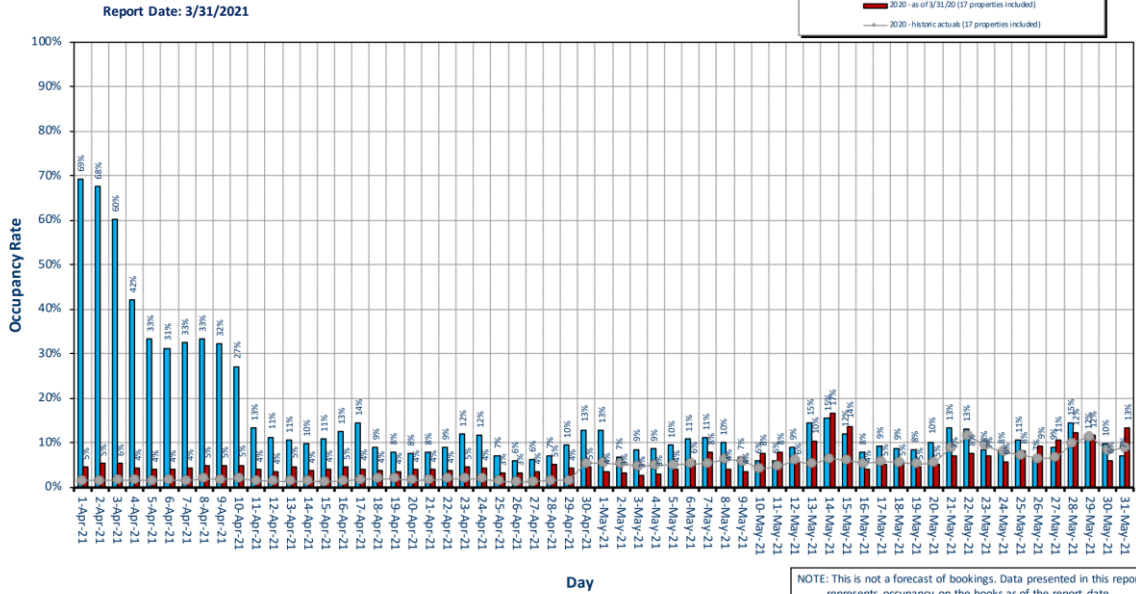
4

WINTER DESTIMETRICS (OCC)



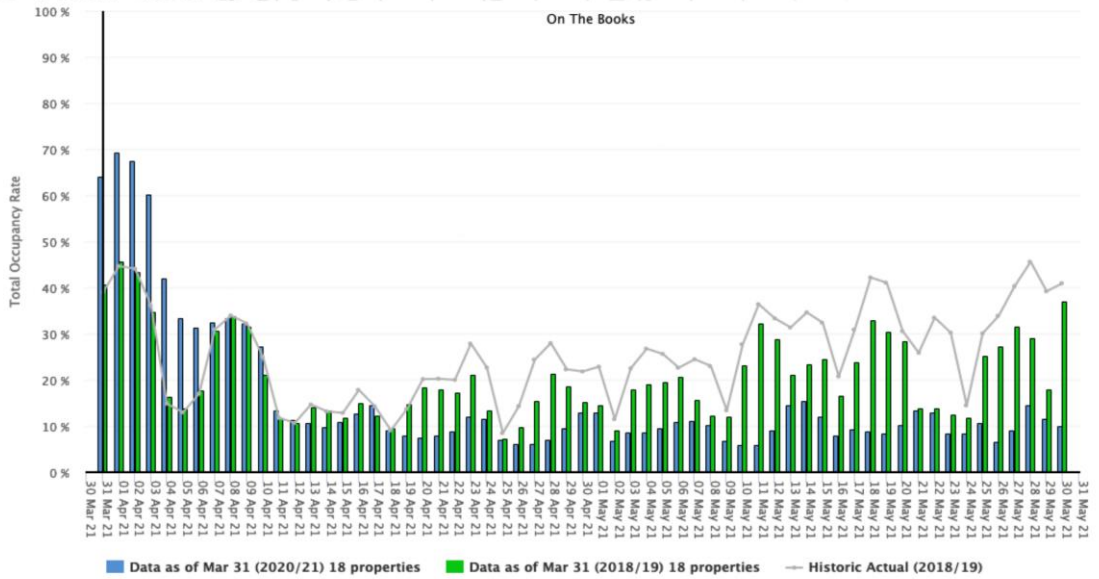
5

Park City Daily Occupancy Report as of March 31, 2021
"RETAIL REPORT": 60-DAY ADVANCE VIEW



Source: DestiMetrics. Copyright 2021.

6

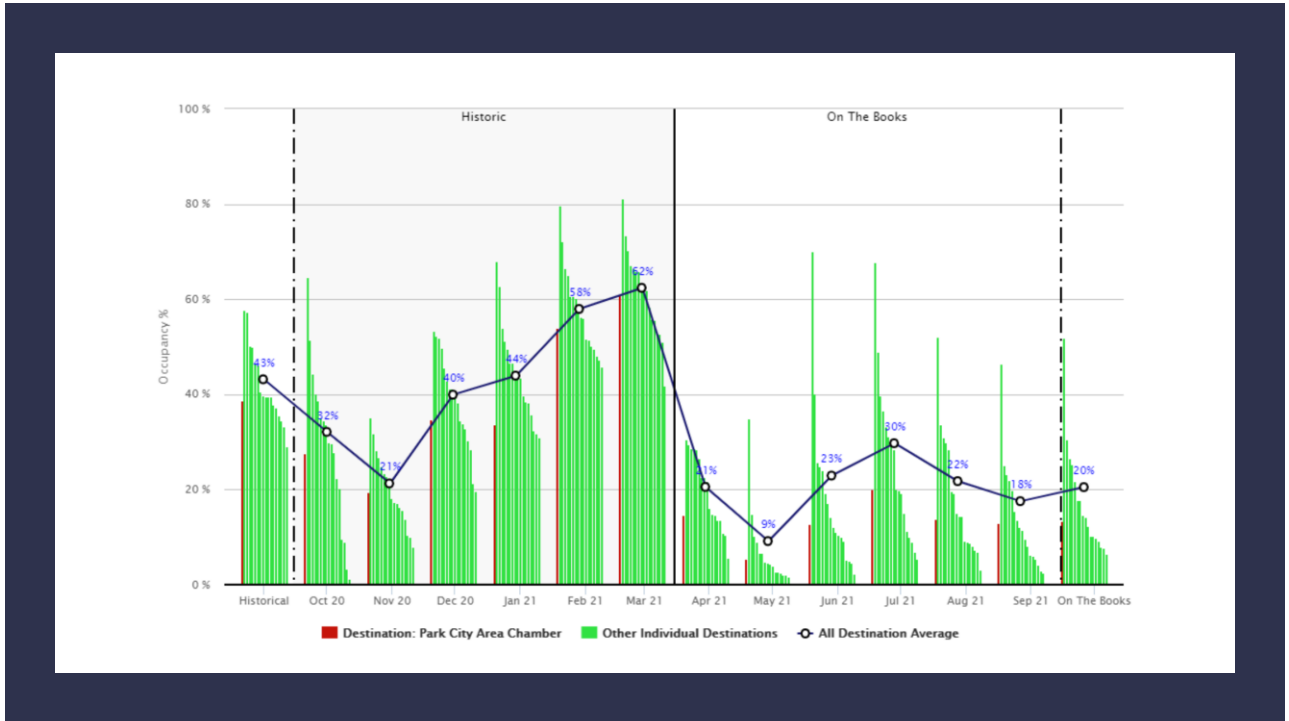


7

RESORTS INCLUDED IN COMPARISONS

Aspen	Avon	Beaver Creek	Big Sky
Breckenridge	Central Summit County CO	Copper Mountain	Gunnison / Crested Butte
Jackson Hole (All)	Keystone	North Lake Tahoe	Snowbird
Snowmass	Steamboat Springs	Sun Valley	Vail
Winter Park			

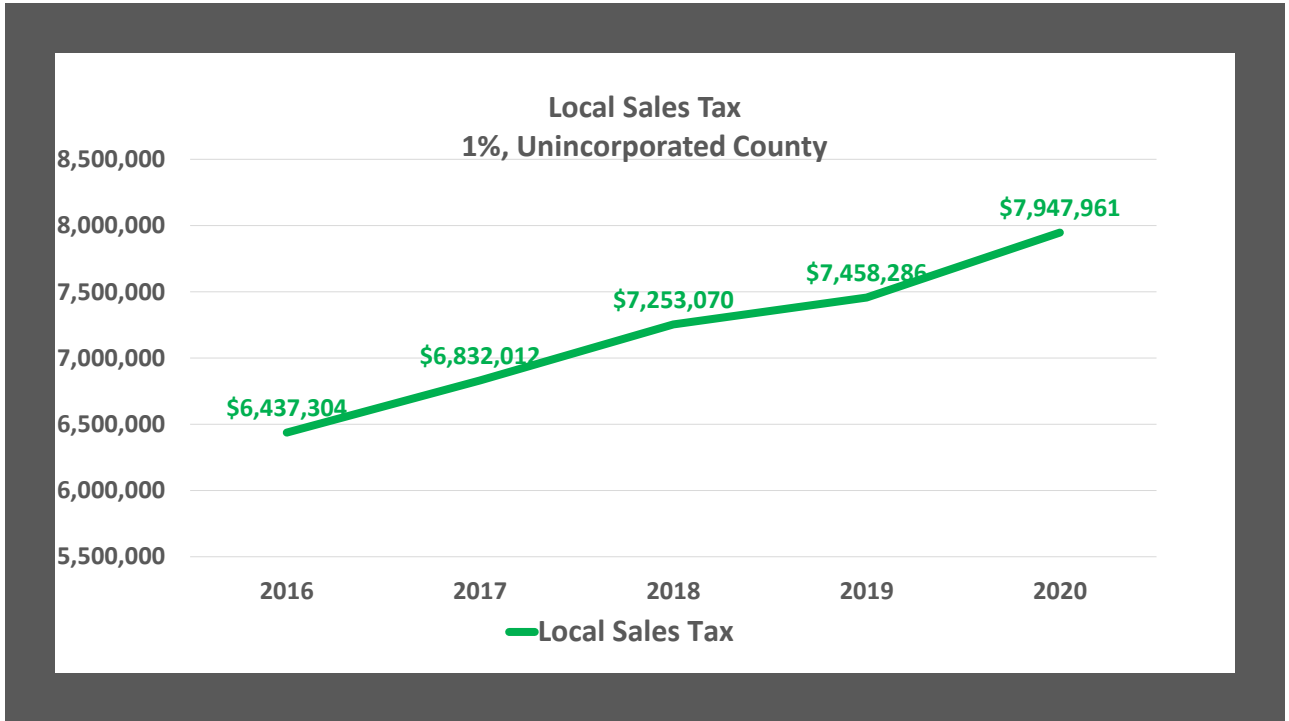
8



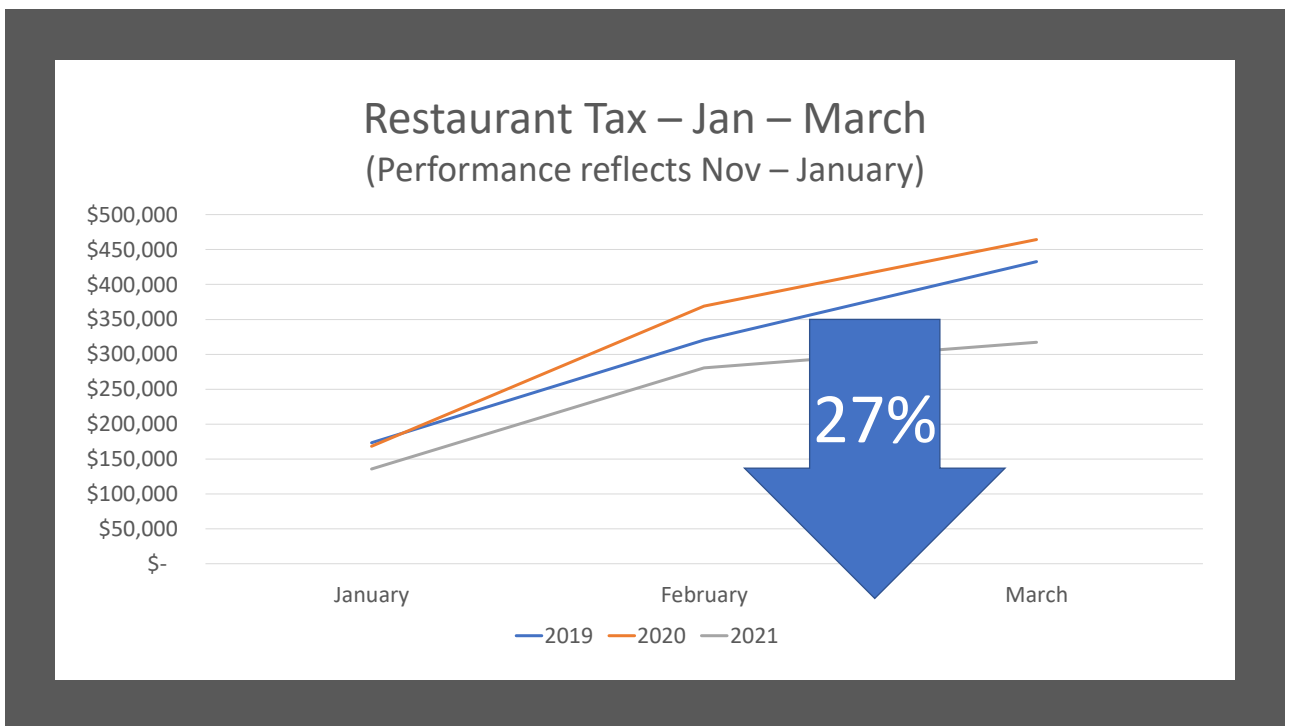
9



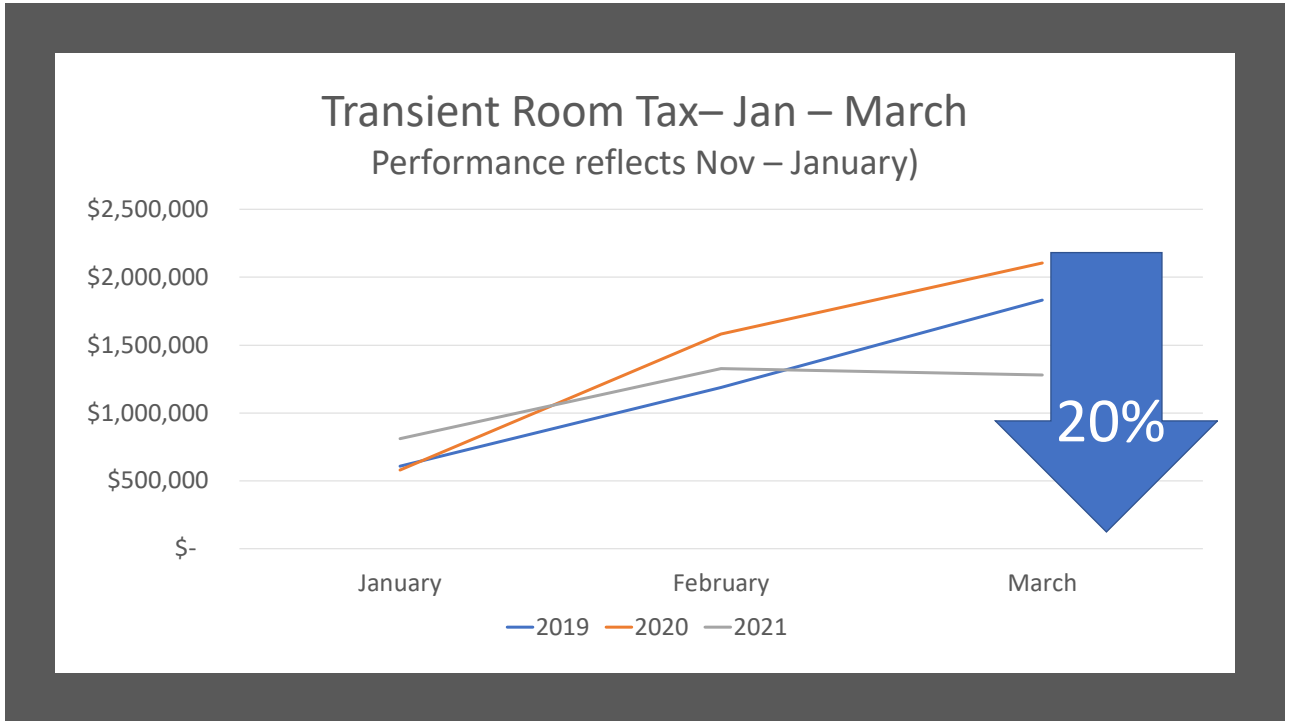
10



11



12

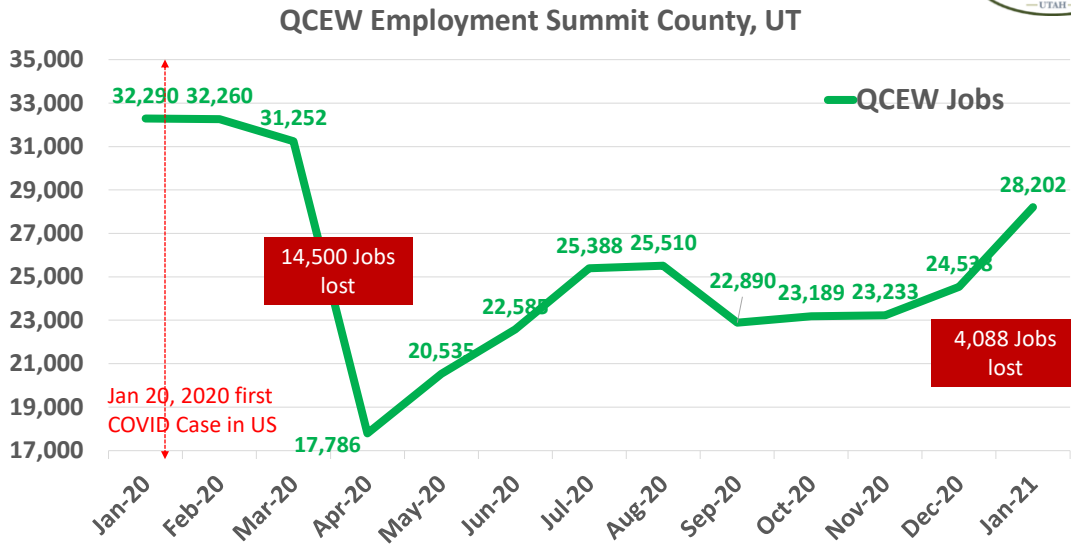


13

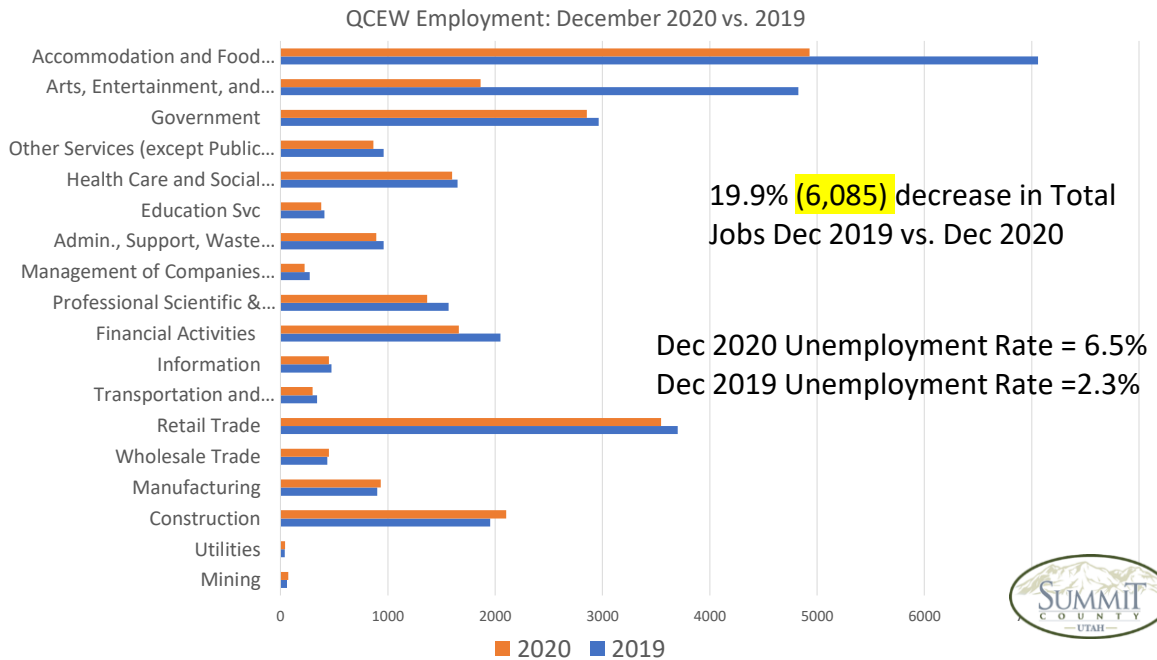


14

Source: EMSI Developer & Utah Department of Workforce Services



15



16



17



18



DEER VALLEY
RESORT



PARK CITY

Customers, businesses, front liners and residents