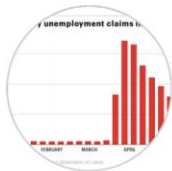




1

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

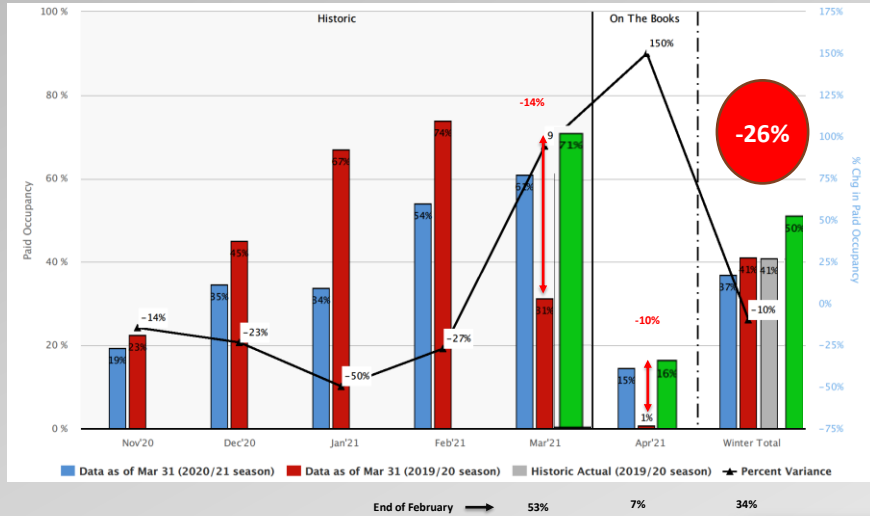
- Low snow conditions
- Limited terrain at ski resorts
- Limited capacity (resorts sold out on holidays)
- NEW Reservations system
- Sundance Impacts
- Overall slow start

Late Season Highlights

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

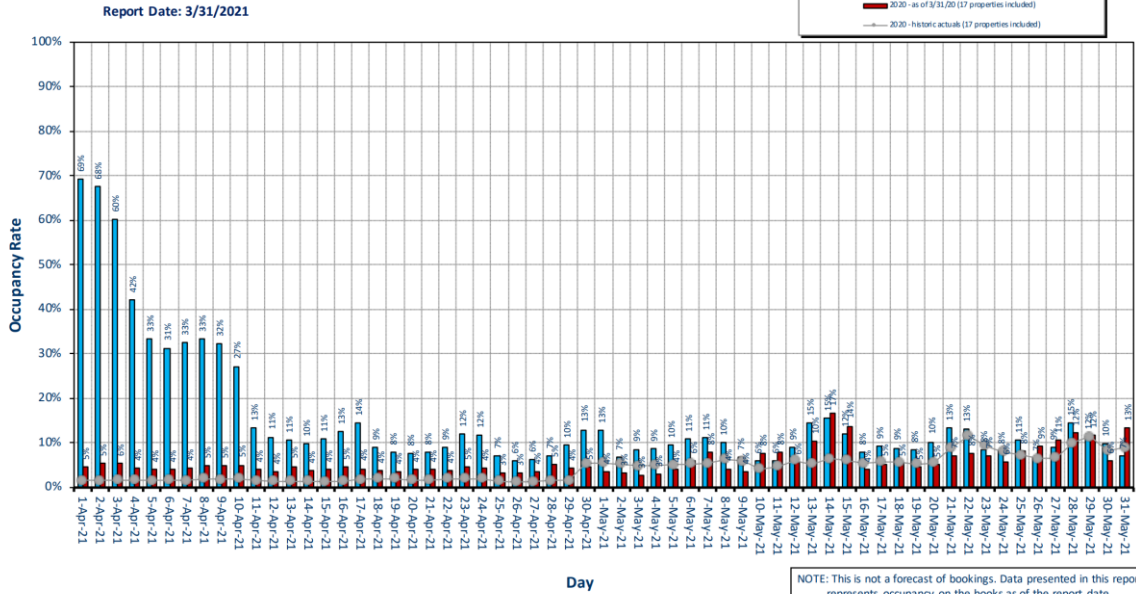
4

WINTER DESTIMETRICS (OCC)



5

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



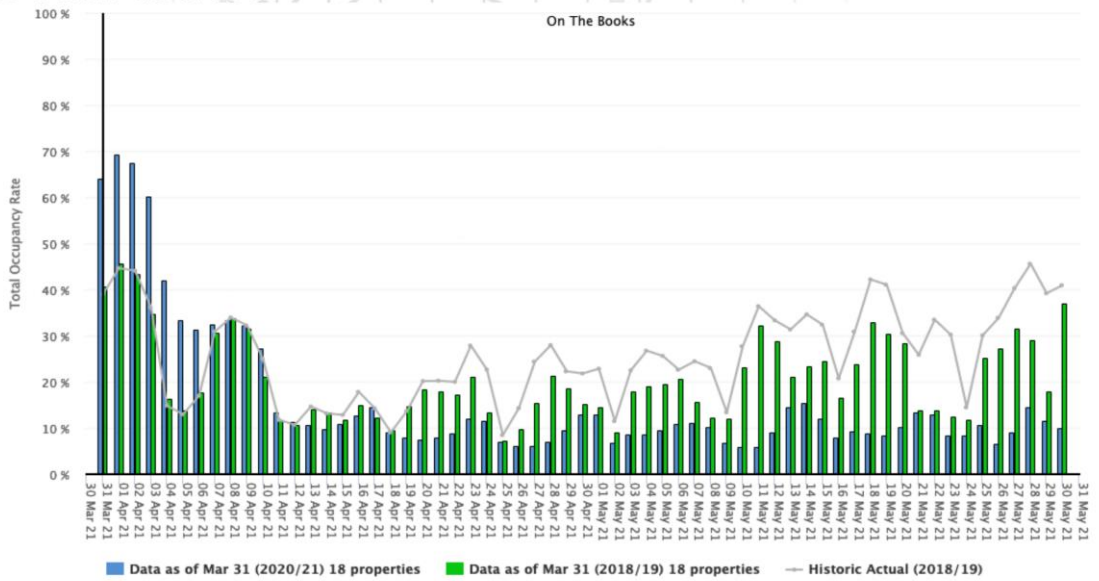
Source: DestiMetrics. Copyright 2021.

6

INNTOPIA

DestiMetrics

Park City Area Chamber Total Occupancy (60-Day Advance View)
Daily Occupancy Report as of Mar 31, 2021

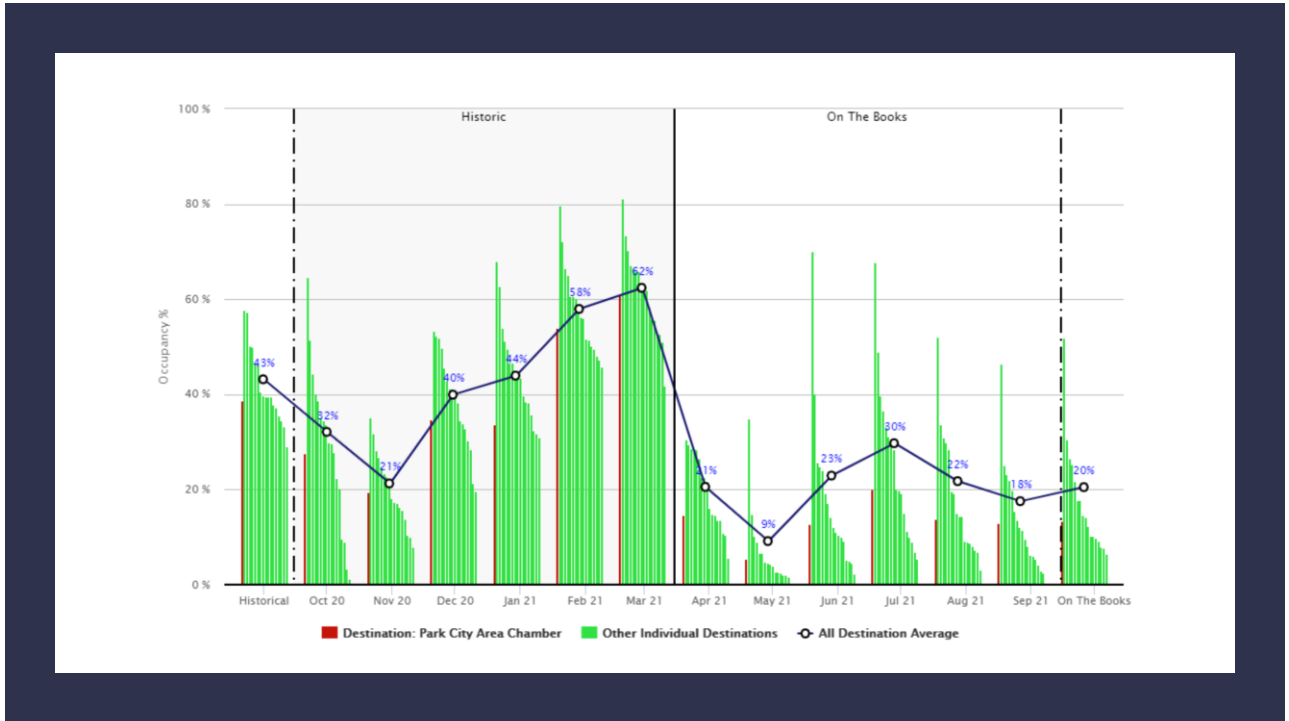


7

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			

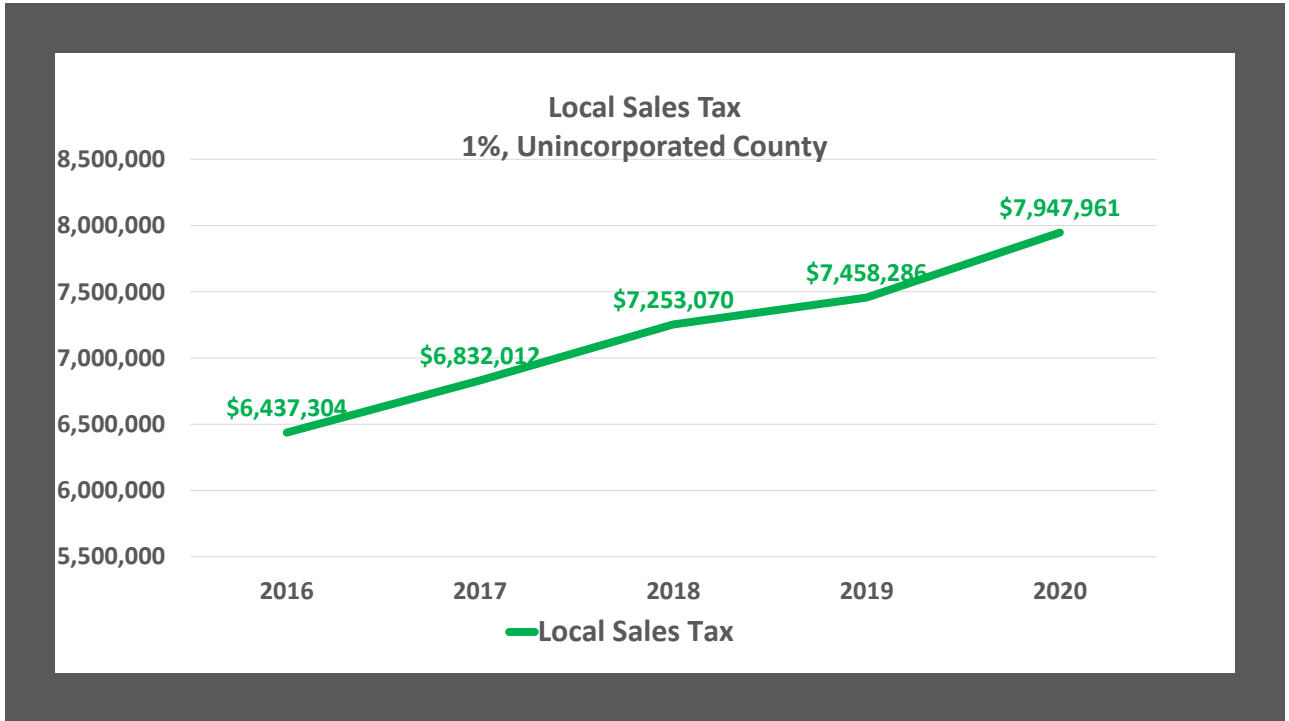
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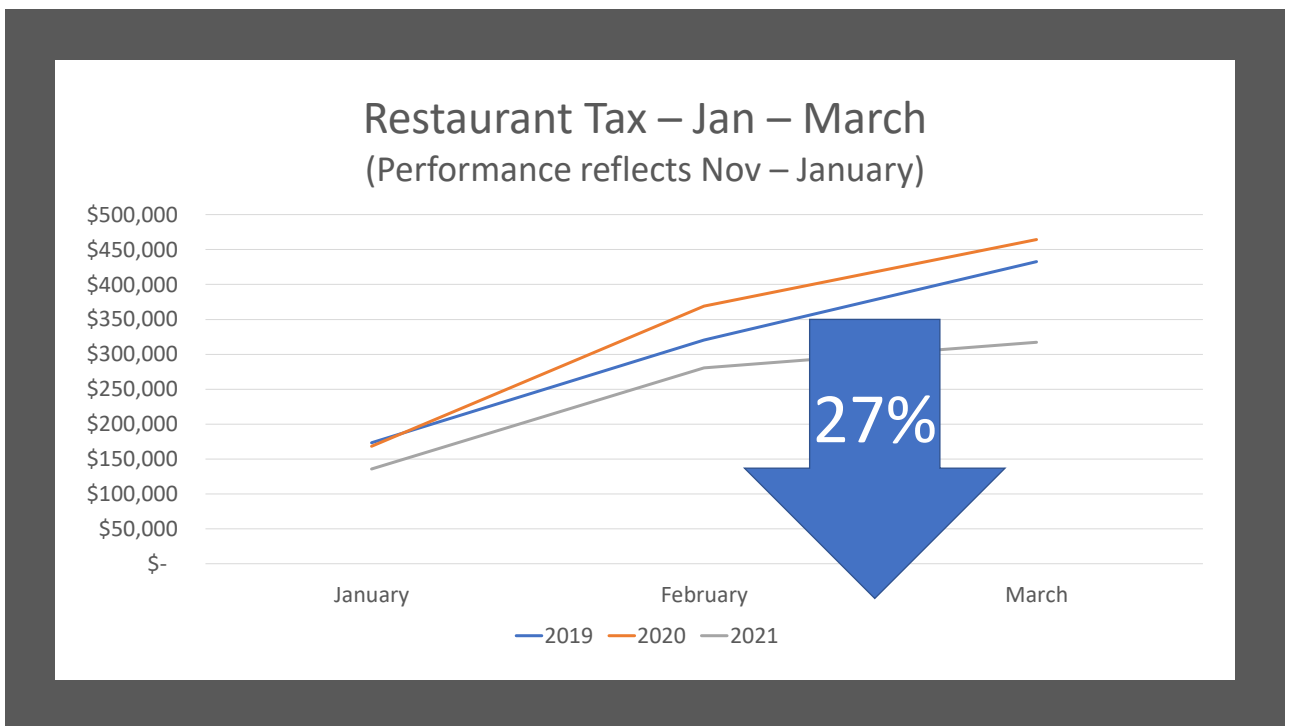
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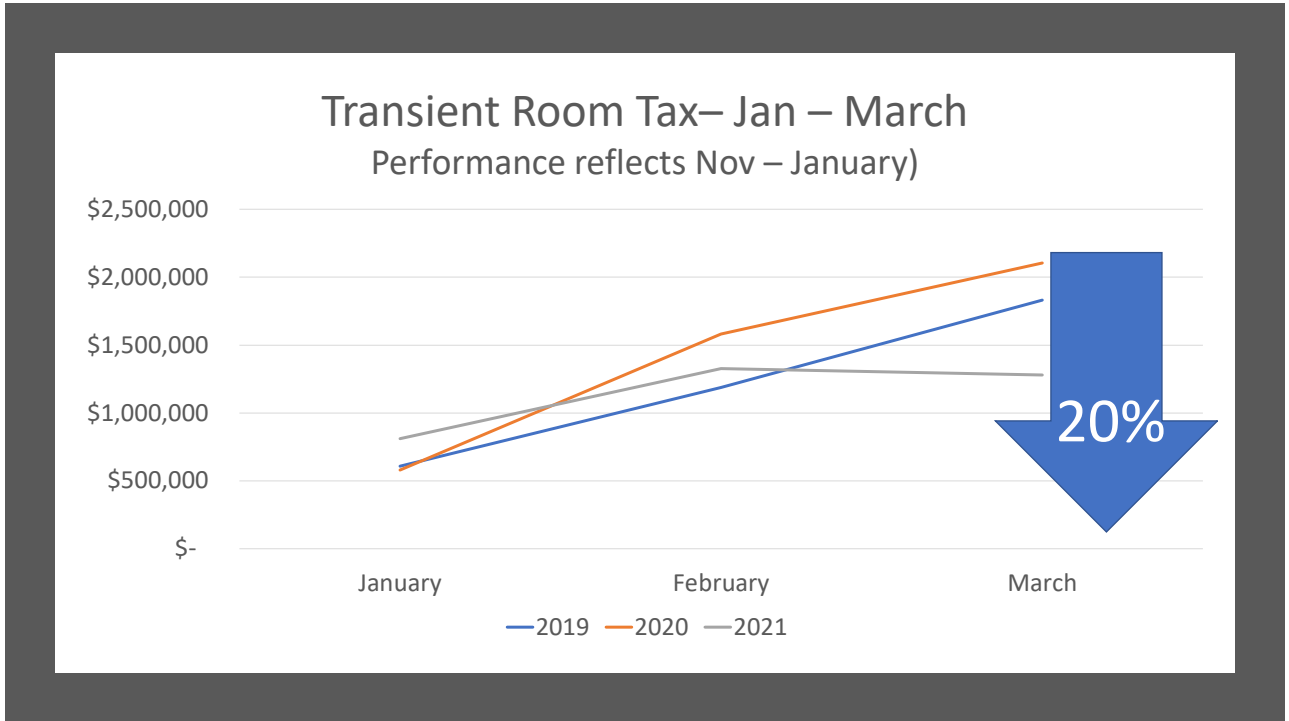
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12



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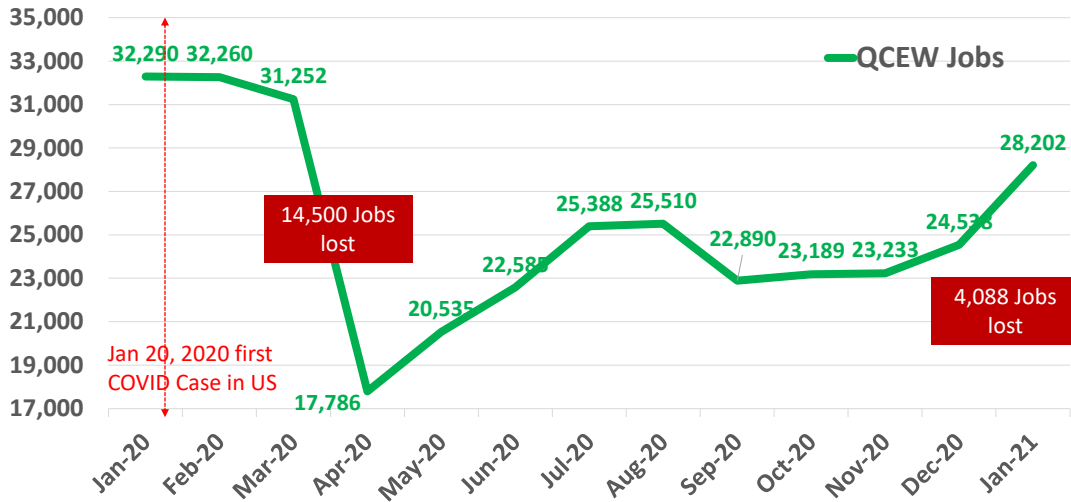


14

Source: EMSI Developer & Utah Department of Workforce Services

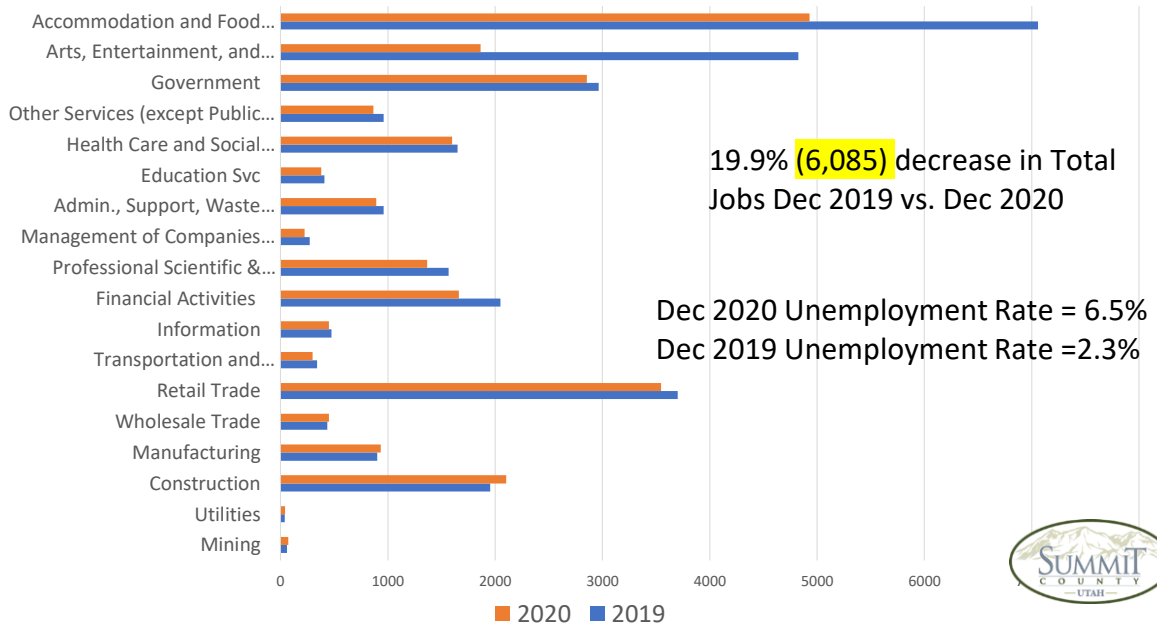


QCEW Employment Summit County, UT



15

QCEW Employment: December 2020 vs. 2019



16



17



18



DEER VALLEY
RESORT



PARK CITY

Customers, businesses, front liners and residents