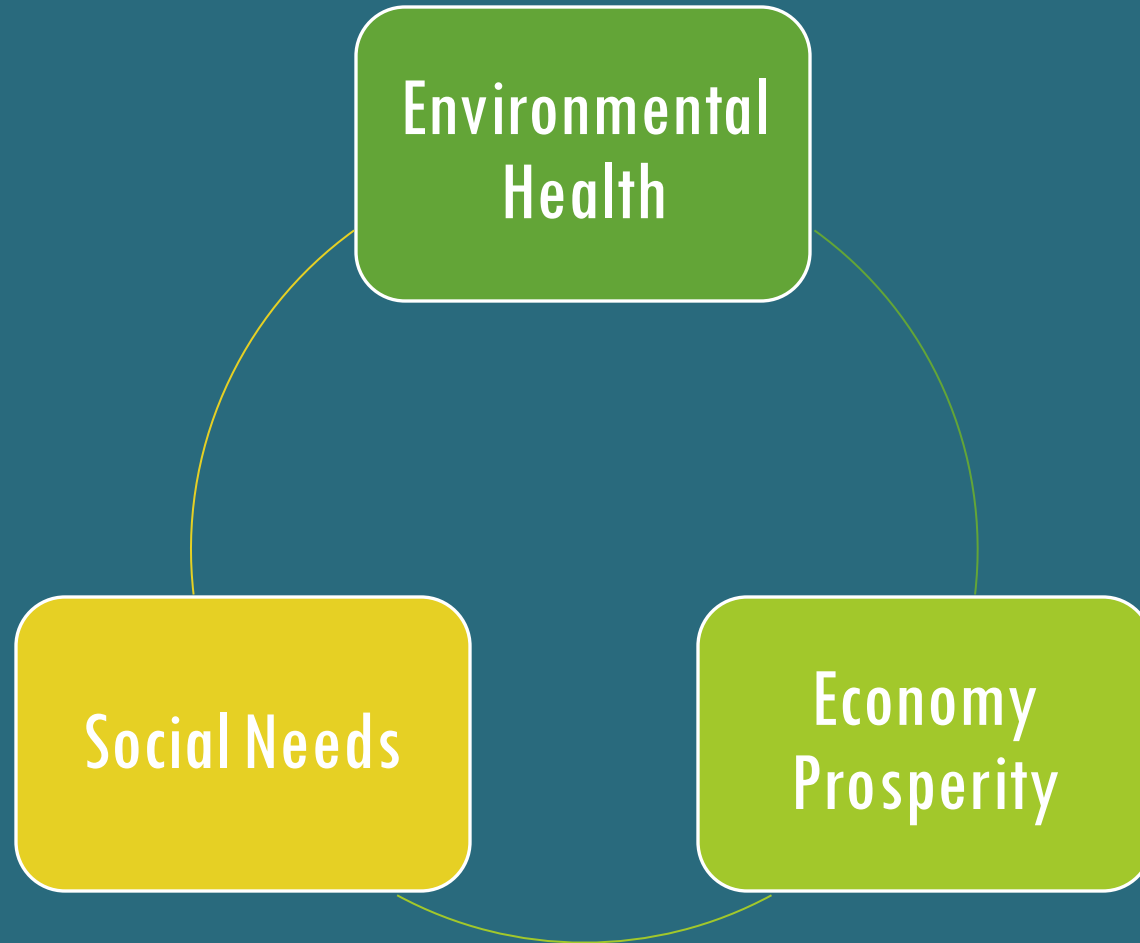




LODGING SUSTAINABILITY TOOLKIT

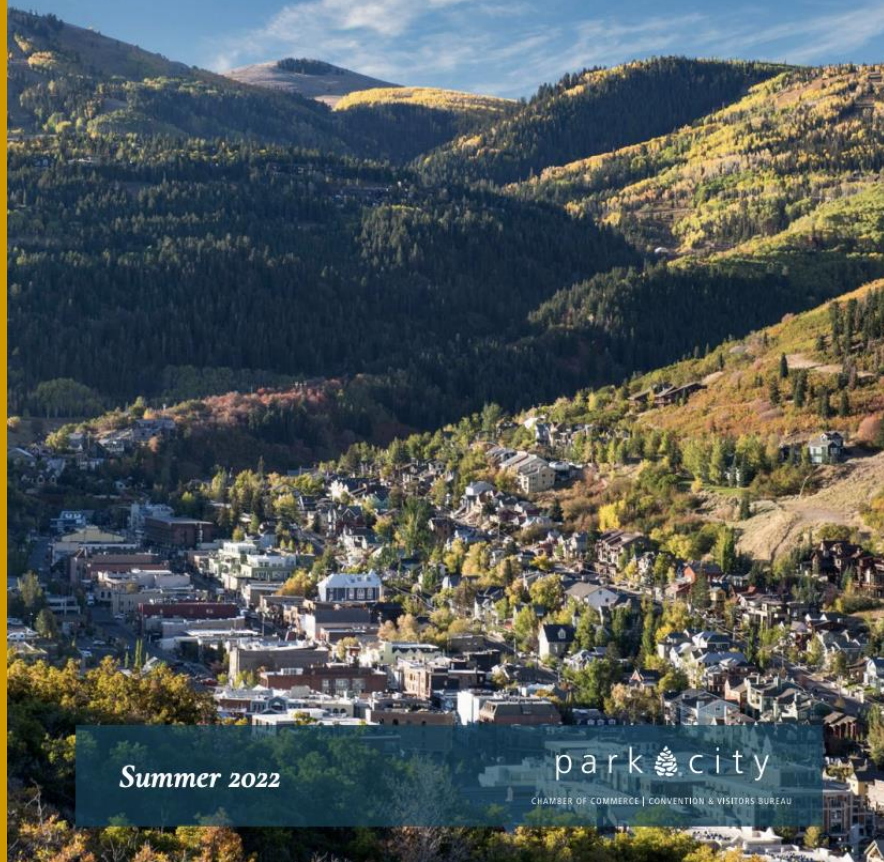
February 1, 2023

SUSTAINABLE TOURISM



Sustainable Tourism Plan

Park City & Summit County, Utah



Summer 2022

park city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU



DOWNLOAD

Park City | Summit County Sustainable Tourism Plan

SUSTAINABLE TOURISM PLAN OBJECTIVES



CULTIVATE LOCAL PRIDE
AND RESPECT FOR THE
PARK CITY / SUMMIT
COUNTY EXPERIENCE



IMPLEMENT SUSTAINABLE
INFRASTRUCTURE,
MANAGEMENT POLICIES,
AND INITIATIVES



PROTECT AND MANAGE
OUR NATURAL
ENVIRONMENT TO ENABLE
SUSTAINABLE
OUTDOOR RECREATION



ENSURE THE LONG-TERM
RESILIENCE OF THE PARK
CITY / SUMMIT COUNTY
ECONOMY



EQUALIZE THE ECONOMIC
BENEFITS AND BURDENS
MITIGATE IMPACTS OF THE
VISITOR ECONOMY



LEVERAGE MESSAGING
AND PROGRAMMING TO
ACCELERATE SUSTAINABLE
TOURISM



FOSTER THE DEVELOPMENT
AND MANAGEMENT OF
SUMMIT COUNTY'S ART
AND CULTURE TOURISM
ASSETS

SUSTAINABLE TOURISM PLAN OBJECTIVES



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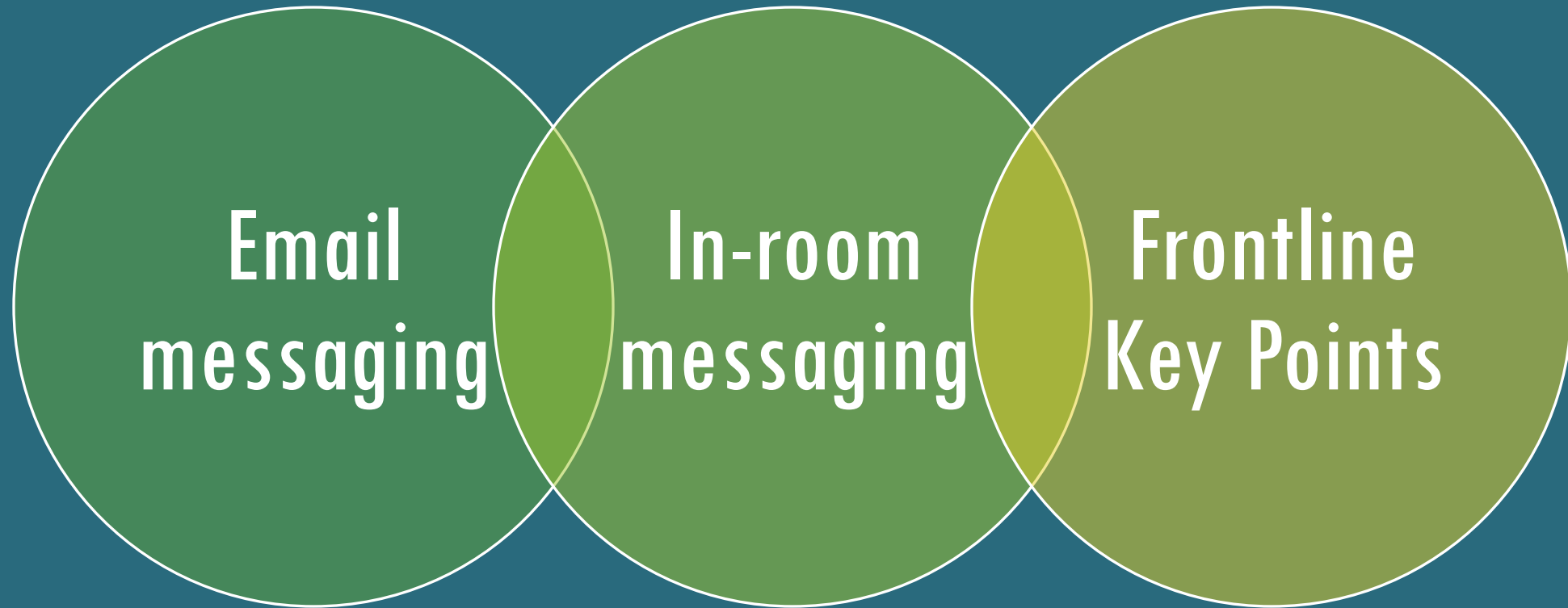


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LODGING SUSTAINABILITY TOOLKIT



KEY MESSAGING — EMAIL COMMUNICATIONS

Flexible, modular messaging that can be incorporated into guest communications

Targeting 3 key times:

- confirming booking
- approximately 4-6 weeks pre-arrival
- approximately 2-5 days pre-arrival

Two Voices:

- Friendly & casual
- Neutral & straightforward

Deliverable Format:

- Word Document via email and Drop Box
- Sample PDF mock-ups

EMAIL TOPICS TIMING

At booking

- Car-free in Park City
- Carbon offsets for travel
- Chamber sustainability webpage

~1 month pre-arrival

- Car-free in Park City
- Mountain Trails map
- Summit Bike Share
- Recycling & reducing waste management
- Visitor Center in Kimball Junction
- Chamber sustainability webpage

Immediately pre-arrival

- Car-free in Park City
- EV charging station map
- Wildfire safety
- Noise Ordinance and Dark Skies
- Visitor Center in Kimball Junction
- Chamber sustainability webpage

EMAIL SAMPLES: TIMING

6-8 WEEKS PRIOR TO ARRIVAL

Visit the Park City Visitor Center off of I-80 and unlock the secrets to making your stay in here unforgettable! The friendly Visitor Center team is here with all you need to know about where to eat, which museums to explore, getting around town and more. Check out the Visitor Center [website](#) now for more information and swing by while you're in town.

2-5 DAYS PRIOR TO ARRIVAL

Need to add the final touches to your trip itinerary? Get the most out of your upcoming Park City experience by stopping by the Visitor Center off I-80! Fuel up with a cup of coffee and get insider tips from an expert local on exploring this charming destination best. Just click [here](#) to find all you need to know about the Visitor Center.

EMAIL SAMPLES: VOICE

FRIENDLY & CASUAL

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NEUTRAL

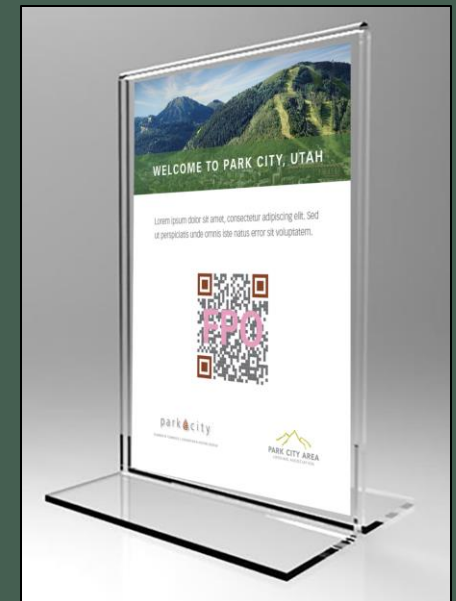
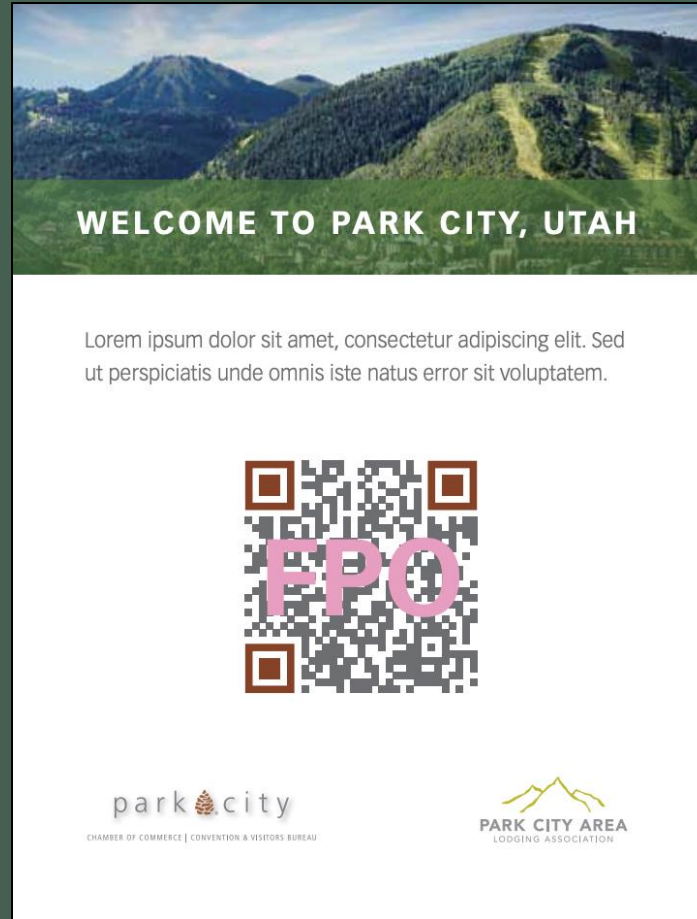
Explore Park City like a local with the help of the Visitor Center located off I-80. Grab a coffee on your way into town and get insider tips from one of our experts on the many things our charming town has to offer. Click [here](#) to finalize the details of your upcoming visit.

IN-ROOM MESSAGING

- QR directs visitors to live sustainability messaging webpage
- Quarter-sheet flier
- Recommendations for acrylic holders

Deliverable Format:

- Flier raw files to be adapted for brand standards
- QR code for incorporation into in-room TV or other electronics
- Printed flier with standard branding



FRONTLINE BOOKLET

- Key sustainability points for concierge and frontline employees
- Page of QR codes to share helpful resources with guests

Formats:

- Printed booklet with standard branding
- Digital PDF for use with iPads & other tablets

Park City is well on its way to a more sustainable future. The Lodging Association is helping to drive this commitment by providing critical information and tools. Please use this guide to help your guests take advantage of all these opportunities to enjoy Park City to its fullest.

04 GENERAL INFORMATION

Visitor Center
Sustainability
Getting Involved

05 TRANSPORTATION

Public Transit
Summit Bike Share
Bike Lane Map

06 TRANSPORTATION

Electric Vehicles

06 TRAIL NETWORK

Trails Less Traveled
Mountain Trails Map
Trailhead Cams
Water Refill Stations

07 QR CODES

ELECTRIC VEHICLES

Plug into a brighter tomorrow.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Excepteur sint occaecat cupidatat non proident, sunt in culpa.

TRAIL NETWORK

Discover why we protect this place.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Excepteur sint occaecat cupidatat non proident, sunt in culpa.

Visitor Center



Sustainability



Getting Involved



Public Transit



Summer Bike Share



Bike Lane Map



Electric Vehicles



Trails Less Traveled



Mountain Trails Map



Mountain Trails Map



Water Refill Stations



TIMELINE & DISTRIBUTION

Digital assets

- Expected delivery: end of February
- Delivered via Drop Box

Printed materials

- Expected delivery: mid-March
- Form needed to request quantity of printed materials

THANK YOU!



Questions? Feedback?

DOWNLOAD
Park City | Summit County
Sustainable Tourism Plan

Morgan Mingle

Director of Sustainable Tourism

Park City Chamber & Visitors Bureau

morganmingle@visitparkcity.com

435.321.5372