

North American Edition

TIME FOR

DEMOCRACY

CASE STUDY:

Resident Sentiment Situation Assessment

Visit Park City

park .city





Under Visit Park City's new leadership, there was a need to rethink the organization's role in the community, shifting from a traditional destination marketing organization to destination management and looking at their role more holistically, finding the right balance between quality of life and protecting the environment.

ABOUT

Visit Park City's approach to resident sentiment research included the completion of the Global Sustainable Tourism Council (GSTC) Destination Assessment, followed by two surveys by Coraggio Group and community consultations on Facebook and a public meeting.

- 2610 stakeholders were asked questions about the following topics:
 - Tourism drivers, assets and experiences
 - Visitor destination perceptions
 - Tourism support and enablers
 - Tourism opinions
 - Challenges and opportunities
 - Marketing and management roles
 - Sustainable tourism perspectives
- Seven key themes were identified based on the insights from the GSTC Assessment and the frequency they were mentioned in the surveys/interviews.

DMO Staff are engaged and prepared to take on the challenges ahead	Degradation of Summit County's key natural assets is a real and looming threat	Park City's residents are approaching a breaking point from overtourism	There's a shared vision and desire to achieve a more sustainable tomorrow
The community is about to lose itself to the destination of Park City	Tourism levels and population growth are testing the capacity of Park City's infrastructure	The destination needs more stewardship, not more promotion	



TAKEAWAYS

1. This Assessment provides valuable context for the creation of the Sustainable Tourism Plan and provides a foundation for an organizational strategic plan.
2. The Park City Chamber & Visitors Bureau's staff will play an essential role in the implementation of the Sustainable Tourism Plan. Additional focus on systems, processes and talent retention will enhance the team.
3. Increased visitation and climate change could severely impact Park City's natural tourism assets, impacting both the tourism industry and the quality of life for residents.
4. Attention must be paid to concerns related to overtourism. Bringing the community along to avoid 'us vs them' is paramount for long term sustainability and resident sentiment monitoring.
5. Opportunities to be more targeted to visitor types more compatible with the vision of the destination.
6. Focus on acquiring quality of visitor and experience over quantity of visitor. Collaborative implementation structures to include government, state and local agencies.
7. Perceived strain on infrastructure systems which actually received high marks in the GSTC Assessment need to be better communicated to the community. Strategies should seek to reduce impacts on systems, redistribute load or reduce usage.
8. Engaging with robust non-profit sector in identifying and solving community challenges is one possible path to amplify the DMO's efforts.
9. Clear measures to identify outcomes will be important to build community trust and a sense of positive momentum.

RESOURCES

- See the Global Sustainable Tourism Council Destination Assessment : [GSTC Assessment](#)
- Park City Chamber of Commerce | Convention and Visitors Bureau: [Situation Assessment](#)
- See the Visit Park City Sustainable Tourism plan at: [Sustainable Tourism Plan](#)

Thank you to Visit Park City for sharing this case study



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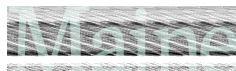
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