



Park City Area

Already a robust site on Utah's economic map, Park City will experience unprecedented activity during and after the 2002 Winter Olympics.

The impact on the state alone almost goes without saying. Some 70,000 visitors per day will descend upon the Wasatch Front during the Games. An estimated \$4.5 billion will be made in sales, and Utah workers stand to earn \$1.5 billion by the time all is said and done.

Park City and its surrounding areas are sure to reap significant benefits. After all, 26 of the 76 medal events will take place in Summit County. Under the glare of an international spotlight, Park City will reveal to the world that it is truly a recreational and cultural mecca.

Home of the Sundance Film Festival, the U.S. Ski Team, and a host of higher-end specialty retailers and hospitality services, Park City offers many of the features found in sophisticated cosmopolitan centers. Yet its size and community atmosphere provide Park City residents the quaint niceties of a mountain hamlet.

A giant in the tourism industry, Park City's three surrounding ski resorts continually garner prizes and recognition in ski magazines and restaurant guides. It's no surprise that tourism is Summit County's No. 1 industry, accounting for 60 percent of its total employment and 75 percent of its employment during peak winter months.

Olympic activity will merely add to what is, by all indications, a booming market. Indeed, housing prices continue to rise in Summit County. The average home sale in the Deer Valley area, for example, recently increased an astounding 29 percent. Also:

- Summit County enjoys the highest per capita income in Utah. In 1999, Summit County had a per capita income of \$41,642, which was a remarkable



178.9 percent of the state's \$23,276 average.

- Spending by tourists in Park City continues to increase. An average skier spends \$259 per day and stays 5.4 days. An average summer visitor spends \$109 per day and stays 3.5 days.

- Nearly 38 percent of Summit County's population is 25-44 years of age, as compared to 29 percent for Utah as a whole.

- Summit County is the fastest-growing county in the state, and its population is expected to double in the next few decades.



Sources: www.census.gov, www.utah.gov.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.

The Salt Lake Tribune
www.sltrib.com



Deseret News
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