

Market Visitors

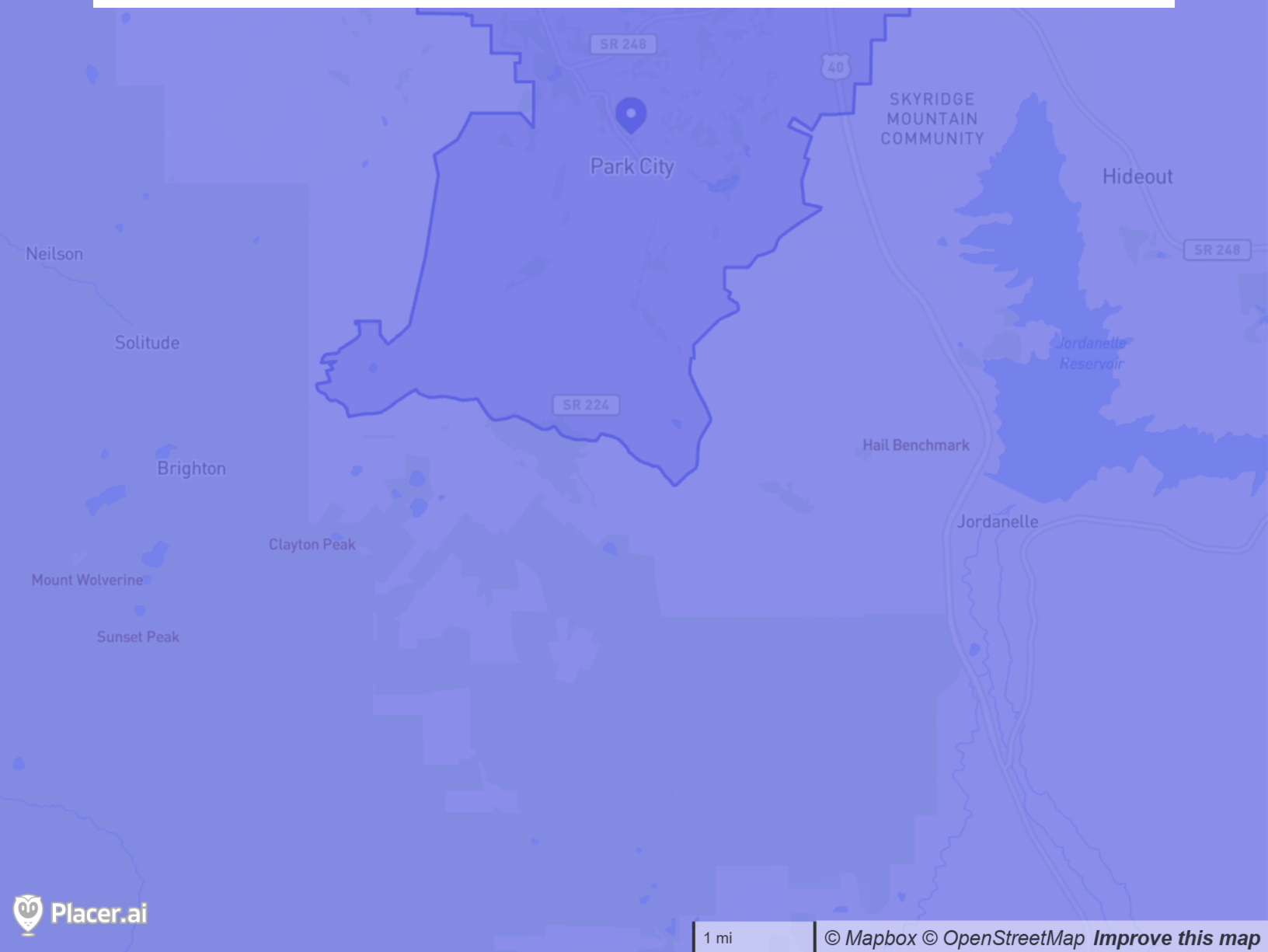
Jan 1 - Oct 12, 2025

Market:

PC **Park City**
City • Utah

Applied Filters:

Audience Type: Inbound Visitor



Market Visitors

Jan 1 - Oct 12, 2025



Park City
City • Utah



Market Visitors

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Visitation Metrics

Park City

City • Utah

Out-of-Market Visitors	2.4M (-5.6% YOY)	Visits	9.5M (-4.3% YOY)
Avg. Days in Market	3.9	Avg. Daily Time Spent in Market	400 min
Median Daily Time Spent in Market	150 min		

Compared to: 1 Year Ago | Jan 1st, 2025 - Oct 12th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Visits Trend

Park City

City • Utah

Out-of-Market Visitors

Daily | Visits | Jan 1st, 2025 - Oct 12th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

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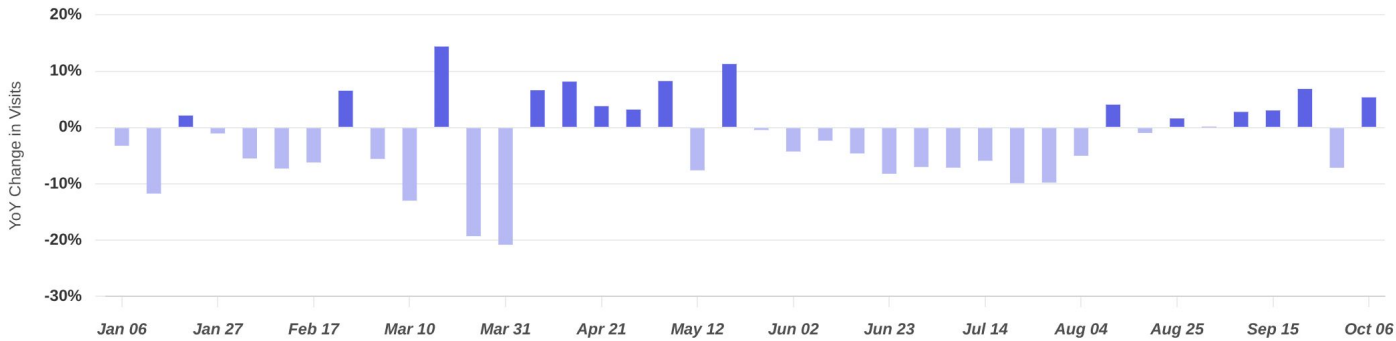
Market Visitors

Jan 1 - Oct 12, 2025



Visits Variance

Park City
City • Utah



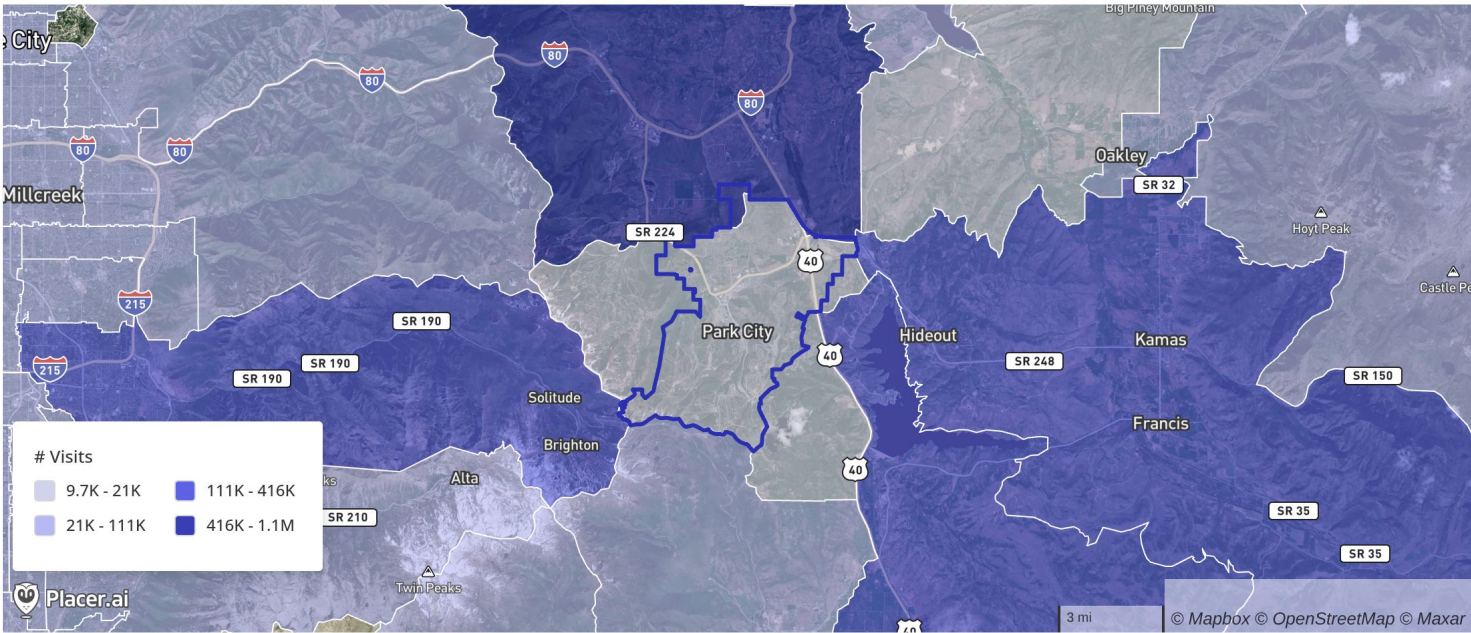
* Data before 1/7/2018 is not available

Weekly | Compared to: 1 Year Ago | Jan 1st, 2025 - Oct 12th, 2025
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Visitor Origins



Zip Codes	Visits (% of Total)
84098 Park City, UT	1.1M (11.9%)
84032 Heber City, UT	402K (4.2%)
84036 Kamas, UT	299K (3.1%)
84121 Salt Lake City, UT	113K (1.2%)
84049 Midway, UT	106K (1.1%)
84105 Salt Lake City, UT	92.7K (1%)
84106 Salt Lake City, UT	91K (1%)

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Zip Codes	Visits (% of Total)
84109 Salt Lake City, UT	77.8K (0.8%)
84108 Salt Lake City, UT	76.9K (0.8%)
84017 Coalville, UT	74.3K (0.8%)

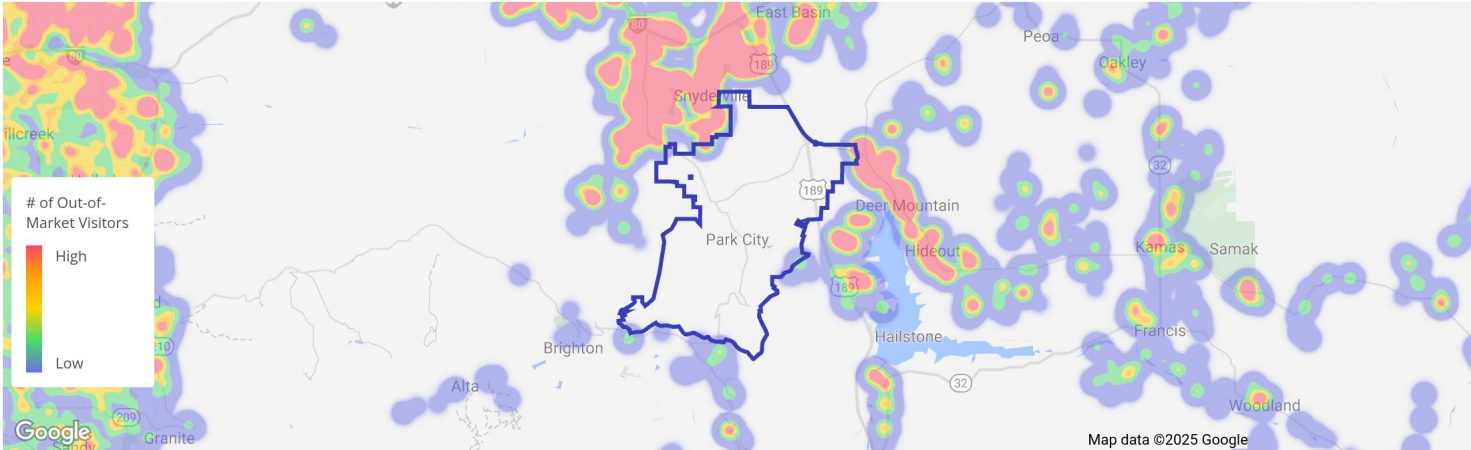
Visits | * Showing data for top 10 Zip Codes of of this market | Jan 1st, 2025 - Oct 12th, 2025
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Visitors' Home/Work Locations

Park City
City • Utah



* Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn More](#)

Jan 1st, 2025 - Oct 12th, 2025
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Visitor Demographics

Summary

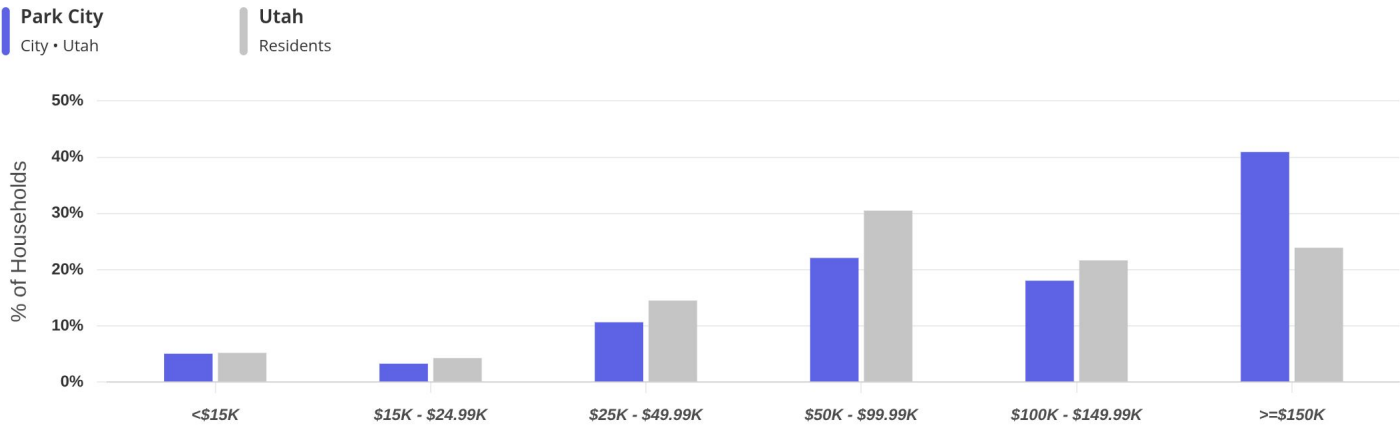
Audiences	Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
Park City Out-of-Market Visitors	\$123.1K	White (76.2%)	59.9%	2.66
Utah Residents	\$92.3K	White (75.7%)	36.9%	3.04

Jan 1st, 2025 - Oct 12th, 2025 | Data Source: Census 2023
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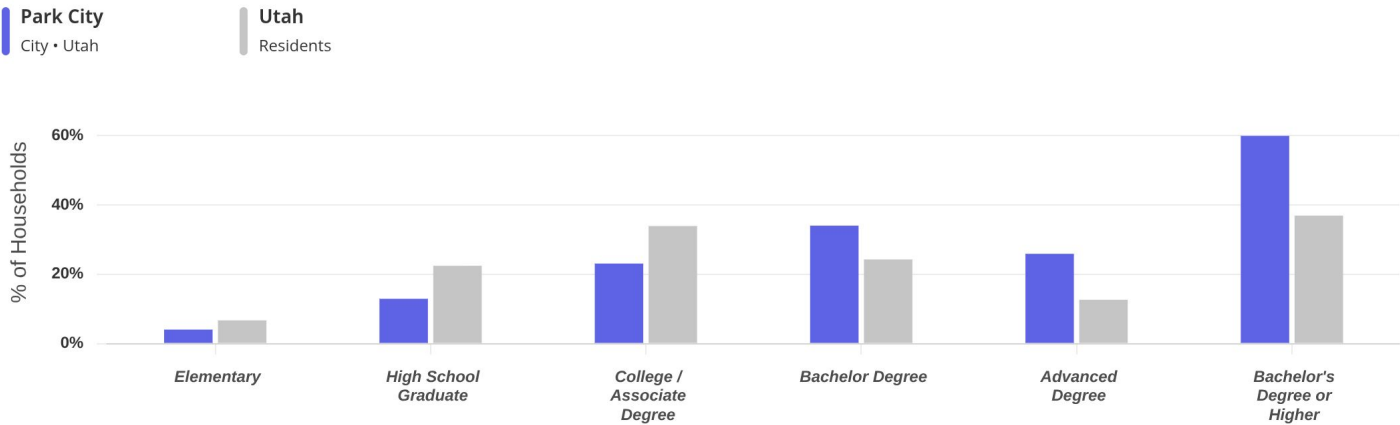
Household Income



Jan 1st, 2025 - Oct 12th, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Jan 1st, 2025 - Oct 12th, 2025 | Data Source: Census 2023
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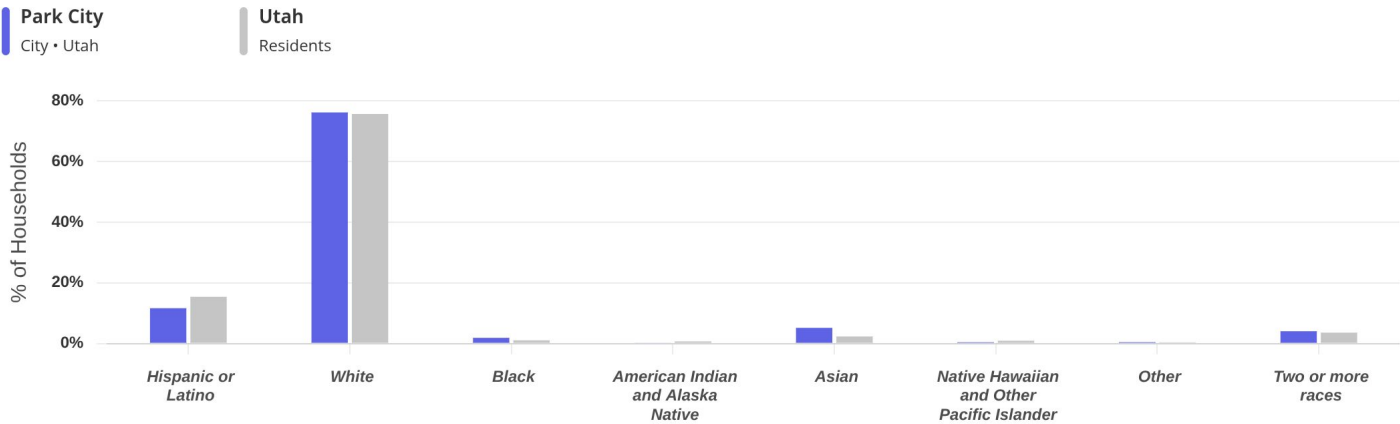


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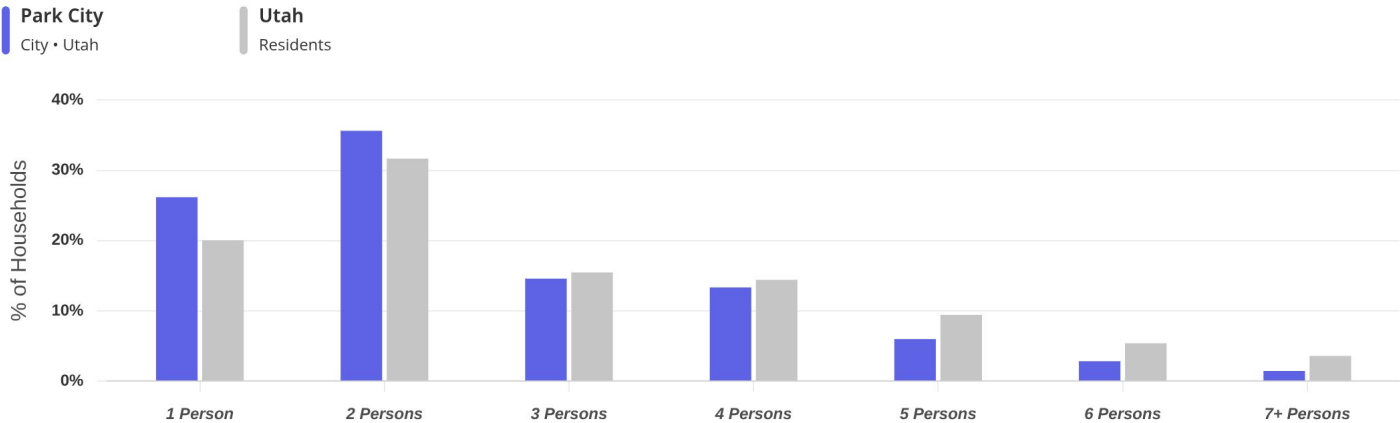
Ethnicity



Jan 1st, 2025 - Oct 12th, 2025 | Data Source: Census 2023
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Household Size



Jan 1st, 2025 - Oct 12th, 2025 | Data Source: Census 2023
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Visitors' Top Places

Park City
City • Utah

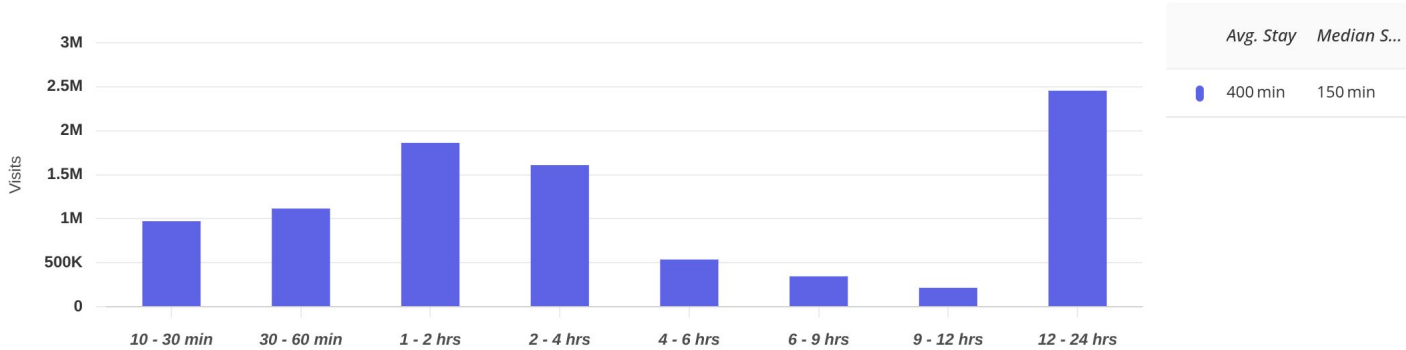
Rank	Name	City	Total Visitors
1	Snowcreek Crossing 1600 Snow Creek Drive, Park City, UT 84060	Park City	362K (14.88%)
2	Holiday Village 1776 Park Ave, Park City, UT 84060	Park City	263.6K (10.83%)
3	Fresh Market Stores 1760 Park Ave, Park City, UT 84060	Park City	237.1K (9.74%)
4	No Name Saloon 447 Main St, Park City, UT 84060	Park City	233.7K (9.61%)
5	Snow Park Lodge 2250 Deer Valley Dr S, Park City, UT 84060	Park City	200.5K (8.24%)
6	The Market at Park City 1500 Snow Creek Dr, Park City, UT 84060	Park City	196K (8.06%)
7	Goldener Hirsch, Auberger Resorts Collection 7520 Royal St, Park City, UT 84060	Park City	172.9K (7.1%)
8	Chevron Full Site 2010 Park Ave., Park City, UT 84060	Park City	172.1K (7.07%)
9	Java Cow Coffee & Ice Cream 402 Main St, Park City, UT 84060	Park City	168K (6.91%)
10	The St. Regis Deer Valley 2300 Deer Valley Dr E, Park City, UT 84060	Park City	152.9K (6.29%)

Category: All Categories | In Market Only | Jan 1st, 2025 - Oct 12th, 2025
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Daily Time Spent In Market

Park City
City • Utah



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Prior and Post Visits

Park City / City • Utah

Prior			Post		
Rank	Property	Visits	Rank	Property	Visits
1	 Home	35.2%	1	 Home	33.4%
2	 Hotels & Casinos	12%	2	 Hotels & Casinos	11.4%
3	 Shops & Services	9.8%	3	 Shops & Services	10.8%
4	 Shopping Centers	7.2%	4	 Shopping Centers	8.1%
5	 Dining	5.8%	5	 Dining	5.6%
6	 Work	5.3%	6	 Work	4.9%
7	 Leisure	3%	7	 Leisure	3.2%
8	 Travel	2.6%	8	 Residential	1.9%
9	 Residential	1.9%	9	 Apparel	1.4%
10	 Other	1.7%	10	 Travel	1.2%

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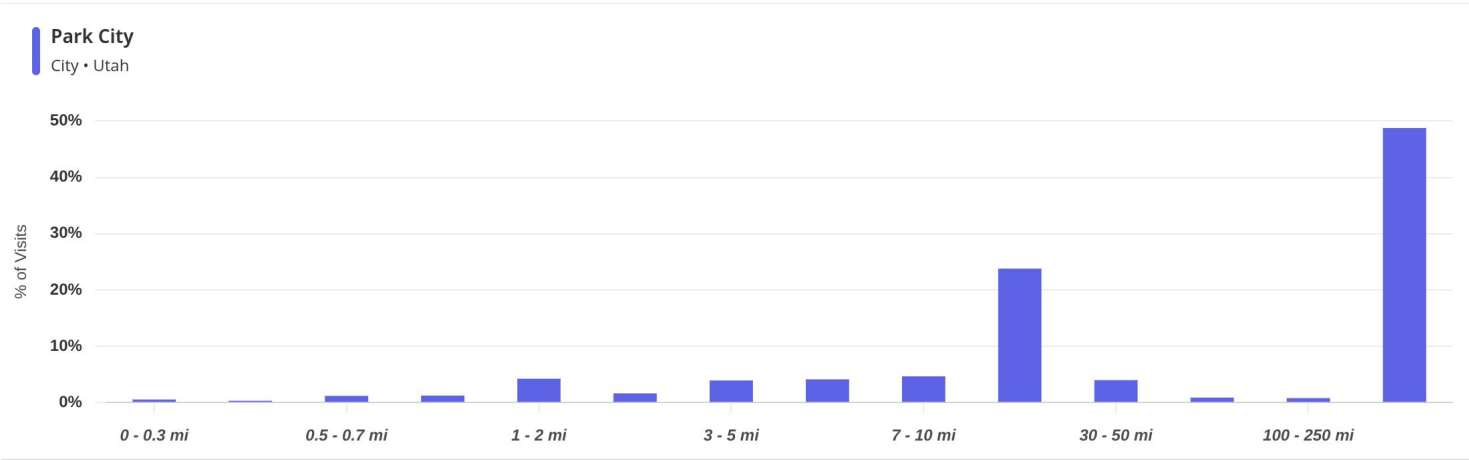


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Travel by Distance



Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Oct 12th, 2025
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