

# Snow time for the Silicon Valley set

Home to Facebook executives and lovers of the good life, Park City ski resort in Utah is 'having a moment', says Amber Gibson

Back in 1963, Park City opened its first ski resort, Treasure Mountain, with a single gondola, chairlift and two J-bar lifts, funded by a loan from the federal government. It was a desperate attempt to save the floundering mining town.

Even the most optimistic remaining residents could not have foreseen the area's success since, with Park City becoming home to the annual Sundance Film Festival in 1981 and the hosting of the Salt Lake 2002 Winter Olympics. What was once a quaint ski area has ballooned into the largest lift-accessed ski terrain in the country.

On a sunny winter's day these days, you'll find so much more than just skiing. Live music, shops, art galleries and queues of people waiting for a trendy plexiglass yurt at the St Regis Deer Valley.

The Utah city is having a moment, increasingly recognised as the mountain destination in North America. Just ask all the techies moving from San Francisco's Bay Area to Silicon Slopes. The state's booming tech industry and low cost of living have lured companies such as Facebook in recent years. While many other parts of the country floundered during the pandemic, Park City has thrived.

The combination of gorgeous mountain landscapes, ample outdoor activities, a young and healthy population and a surprisingly cosmopolitan culinary scene create a quality of life that makes this mountain town of less than 10,000 people one of the most attractive places in America to live, or visit. New data such as record sales tax for the 2020 fiscal year shows that Park City is hotting up in a big way.

Luxury resorts such as the St Regis Deer Valley (stregis.com) and family-owned Austrian ski lodge Goldener Hirsch (goldenerhirschinn.com) have built new multimillion-dollar residences to meet the demands of these moneyed new denizens. The strikingly modern residences at Goldener Hirsch are a sharp departure from the original lodge's antique Alpine milieu, swapping warm wooden tones for floor-to-ceiling windows and a lighter, brighter colour palette. A glass skybridge serves as the glide between the two, and the Goldener Hirsch boite still retains its old-world charm, with hot cheese fondue and Bavarian pull-apart bread – ideal après-ski comfort food to share among friends.

For skiers and snowboarders, Park City is home to two of the most renowned ski resorts in America. Park City Mountain, managed by Vail



▲ 'A surprisingly cosmopolitan culinary scene': three cheers for Park City

◀ Exclusive: the St Regis Deer Valley, in one of the few resorts in the world that forbids snowboarders

Resorts, has the distinction of being home to the largest lift-accessed ski terrain in the USA. For a more exclusive ski experience, Deer Valley Resort is the better choice, and one of the few ski resorts left in the world that forbids

snowboarders. The new Mid-Mountain Lodge (parkcitymountain.com) at Park City Mountain hosts a lively on-mountain après-ski scene in a lavish restoration of a 19th-century miner's boarding house, while RIME Seafood & Raw Bar

(rimerawbar.com) offers skiers a 360-degree view from its cabin atop Deer Valley Resort.

Last winter, ski and snowboard offerings were expanded with the opening of Woodward Park City (woodwardpar-

city.com) – a year-round action-sports park featuring winter activities including an exceptionally popular snow-tubing hill, as well as biking activities in the summer and autumn. The Utah Olympic Park (utaholympiclegacy.org) is another venue thrill-seekers should explore, built for the Salt Lake City Olympics in 2002. Visitors can watch Olympians training daily on slalom, moguls and freestyle ski jumping from the parking lot – it's truly mesmerising to watch world-class athletes up close.

The Salt Lake City Olympics marked the first Games where women competed in bobsled and brave guests can try the hair-raising sport on the Olympic track with a professional pilot. I had a go one morning when I was there last winter, shrugging my shoulders to keep my head from lolling and discovering that G-forces woke me up quicker than the strongest coffee.

Many Olympians call Park City home,

## Essentials

- There are daily flights from London to Salt Lake City (a 25-minute drive from Park City), connecting via Dallas with British Airways (ba.com), via Chicago with United (united.com) and via Atlanta with Delta (delta.com)
- Skiers can stay at either St Regis Deer Valley (001 435 940 5700; marriott.co.uk; doubles from £396) or Goldener Hirsch (001 435 649 7770; goldenerhirsch.inn.com; doubles from £263) for ski-in/ski-out access to Deer Valley
- Snowboarders might want to opt for Waldorf Astoria Park City (001 435 647 5500; waldorfastoriaparkcity.com; doubles from £662)

including skier Lindsey Vonn who is often spotted at Atticus Coffee (atticus-tea.com) and Java Cow (javacow-parkcity.com) for ice cream. The culinary scene here is impressive for a small town. Traverse multiple continents in just a few days between fine-dining newcomer Courchevel Bistro (courchevelbistro.com), Asian fusion hotspot Wahso (wahso.com) and Aussie breakfast at FiveSeeds (five5eeds.com). For the American West experience, order the trio of wild game – buffalo, venison and elk – at Riverhorse on Main (riverhorseparkcity.com).

Business has been booming for local small businesses such as bean-to-bar chocolate maker Ritual Chocolate (ritualchocolate.com). "Our café in Park City had its best summer ever," says chocolate-maker Robbie Stout, who recently opened a second, larger factory and café in nearby Heber Valley to expand production. Ritual makes the best mocha in town, and became part of our morning ritual. Take a few bourbon barrel-aged or juniper lavender-infused chocolate bars home as gifts.

When the US opens its borders to Britons (tipped for November), Park City can offer that far-flung winter holiday so many have been dreaming of. Its first settlers in the 1860s came for the silver, but today you come for the snow – and so much more besides.

Overseas travel is currently subject to restrictions. See page 5

## DialAFly

Where you'll always get a bigger choice, better value and expert advice

0333-300-1506  
www.dialaflight.com

### WISH YOU WERE HERE?

5\* Rock Cottage, Blue Waters Resort & Spa, Antigua  
Save 25% • 7 nights from £3,215pp Inc flights - 25/4 - 5/7/22

### SOUTH AFRICA

Save 10% on this spectacular tour

Get the ultimate South Africa experience with our fabulous escorted tour. Prepare to be amazed by the scenery, wildlife and culture of the Rainbow Nation as you travel from Johannesburg to Cape Town, stopping off to catch the Big Five at Kruger National Park. You'll also behold the sights of the Panorama Route and take in some remarkable Zulu culture - all whilst staying in luxury accommodation.

13 nights fr £2,459pp Inc flights - 1/5 - 15/6/22

### MEXICO

Save 30% at Now Emerald Cancun

Experience an unlimited-luxury holiday for all the family at the stunning 5\* Now Emerald Cancun Resort & Spa. Set on a beautiful white sand beach with crystal clear water, you will enjoy gourmet food, top shelf drinks, endless entertainment and activities. Why not upgrade to the Preferred Club for that extra level of luxury?

7 nights fr £1,109pp Inc flights - 1/5 - 30/6/22

### 10 reasons to book with the experts

- ✓ Good old fashioned customer service
- ✓ Best value for money deals. £376 million of buying power
- ✓ Expert personal Travel Managers
- ✓ Your travel plans automatically updated on the DAF app
- ✓ 24/7 emergency helpline
- ✓ Triple protection for client money. ABTA, ATOL, Trust Account
- ✓ Insider knowledge. Access to fare classes you'll never normally see
- ✓ No quibble, no hesitation refunds if Covid wrecks your plans
- ✓ Any Air Miles automatically added
- ✓ Your bookings help thousands of underprivileged children learn to read

### DUBAI

Save 30% at the 5\* Atlantis, The Palm

A destination on its own. Feel the rush at the world's largest waterpark – Aquaventure Waterpark and discover the underwater world at The Lost Chambers Aquarium or satisfy your taste buds in our 30 restaurants, bars and lounges.

5 nights fr £1,169pp Inc flights - 21/6 - 15/7/22

### CANADA

Save 10% on this Winter Experience tour

Begin in culture-rich Vancouver to discover its delights. Enjoy a scenic coach ride along highway 99 to an undoubtedly snow-covered Whistler, where roaring fires offer welcome reprieves in many cafes, restaurants and lounges.

7 nights fr £835pp Inc flights - 1/1 - 31/3/22

### BALI

Save 30% at The Pavilions Bali

Stay in a plush villa with private pool at the magnificent Pavilions Hotel on the beautiful island of Bali. Tucked away in a secluded area, offering a peaceful and romantic hideaway for couples, with its stunning lagoon fringed by a reef and long white-sand beach.

7 nights fr £1,179pp Inc flights - 1/11 - 14/12/21

### TENERIFE

Save 20% at 5\* Gran Hotel Bahia del Duque

Located on the sun-kissed island of Tenerife, the Gran Hotel Bahia del Duque is nestled on an extraordinary oasis of landscapes, flanked by the crystal waters of the Atlantic Ocean. Your well-appointed room gives you a slice of private luxury in this privileged location which is also ideal for a host of water sports including scuba diving and kite surfing.

7 nights fr £1,119pp Inc flights - 1/11 - 14/12/21

### SINGAPORE

1 free night at the 5\* Raffles Hotel

Luxurious, spacious and personalised, Raffles Singapore is one of the few remaining great 19th century hotels. Building on from vast tradition and bringing it into the present day, the hotel boasts superlative hospitality.

4 nights fr £1,559pp Inc flights - 5/10 - 11/12/22

### ORLANDO

Save 10% at the 5\* Hard Rock Universal

Show-stopping service, awesome amenities and first class food help you experience life like a living legend. With a palm-lined pool, rock memorabilia and even underwater music, this is an amazing resort.

5 nights fr £1,059pp Inc flights - 9/5 - 26/5/22

98% would book again with DialAFly - 8567 Trustpilot reviews

### BARBADOS

1 free night

A much revered and awarded luxury hotel, The Sandpiper exudes an aura of ultimate privacy, surrounded by lush gardens and tropical flora, perched on a beautiful sandy beach on the West Coast.

7 nights fr £1,819pp Inc flights - 4/5 - 26/6/22

### GRENADA

Save 45%

Enjoying a great spot on Grenada's Pink Gin beach, Sandals Grenada Resort & Spa is an extraordinary resort that defies every convention comprising four villages within the one complex.

7 nights fr £2,035pp Inc flights - 1/5 - 26/6/22

### ST LUCIA

Save 35%

An intimate hideaway, Rendezvous is the first resort in St Lucia dedicated to couples. It's nestled in seven acres of lush tropical gardens on a two mile stretch of beautiful beach.

7 nights fr £1,825pp Inc flights - 20/5 - 10/7/22

### MAURITIUS

Save £1,400

Be treated to renowned Asian hospitality at Shangri-La Le Touessrok. Nestled along an untouched stretch of coastline, this 5\* resort brings stylish design and refined luxury together.

7 nights fr £1,555pp Inc flights - 1/5 - 10/7/22

### MALDIVES

Save 20%

Coconut palm trees, stretches of soft white sand and sparkling clear warm water, all make Meeru Island Resort & Spa the quintessential Maldivian island paradise, ideal for a romantic escape.

7 nights fr £1,199pp Inc flights - 1/6 - 30/6/22

### SEYCHELLES

Save £500

Fisherman's Cove is nestled in a lush tropical paradise in Bel Ombre on the island of Mahe. The resort overlooks Beau Vallon, a beautiful beach on Mahe, perfect for taking in the sunset.

7 nights fr £1,399pp Inc flights - 28/8 - 12/10/22

### MALDIVES

Save £1,800 at 5\* Soneva Fushi Resort & Spa

7 nights from £4,319pp Inc flights - 9/5 - 31/5/22

### BARBADOS

Villa Casablanca, Sandy Lane

Save 10%

7 nights fr £1,785pp Inc flights - 25/4 - 26/6/22

### MALDIVES

Anantara Dhigu Resort

Save 30% + free HB

7 nights fr £2,915pp Inc flights - 13/5 - 15/7/22

### ST LUCIA

Cap Maison Oceanview Villa

Save 10%

7 nights fr £1,599pp Inc flights - 25/4 - 10/7/22

### ORLANDO

Encantada Resort Villas

Save 10%

7 nights fr £795pp Inc flights - 1/11 - 30/11/21

### GREECE

Eagles Villas

Save 30%

7 nights fr £1,195pp Inc flights - 22/4 - 24/5/22

### LUXURY VILLA HOLIDAYS - THIS WEEK'S HOT PICKS

### YOUR FINANCIAL GUARANTEE

CLIENT TRUST ACCOUNT ATOL Protected ABTA