

Merged Utah resorts relying on familiar feel

By McKenzie Romero, Deseret News

PARK CITY – As they merge two iconic resorts into the largest ski area in the country, Park City Mountain Resort owners are relying on a familiar look and feel to convince skiers there is only one place they want to be this winter.

Park City's name, next to the swooping Canyons logo (which is now red), will brand the 7,300-acre resort that aims to be unparalleled starting this winter.

"There's only one community. There's only one resort. There's only one place like Park City," Bill Rock, chief operating officer of the merged resort, said to cheers and applause at the packed kickoff event in Park City on Wednesday.

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