



FOR IMMEDIATE RELEASE

Media Contact:

Anita Wolfe

435-487-0959

anita@parkcitylodging.com

Park City Lodging, Inc., premier provider of vacation rental and home management services, recently launched its new website: www.ParkCityLodging.com. Complete with stunning imagery and a reformulated user experience, the website aims to make it easy to book the perfect Park City vacation. The company chose Factor Firm, a Seattle based web design firm, to thoroughly evaluate travelers' experiences and the best practices of eCommerce leaders, to redefine their website.

Rhonda Sideris, founder and owner for over 30 years, has embraced cutting edge internet technologies to enhance the guest's shopping experience. "With more guests starting their vacation travel research on their mobile devices, we approached this design with a mobile-intent focus. Our new website employs the latest in responsive techniques, making it easy to start the reservation process on one device and complete the transaction on another". Additionally, Park City Lodging has paid attention to how eRetailers are personalizing the shopping experience. "We want to provide that convenience to our guests by helping them save and share their favorite vacation rental properties, by providing property recommendations, and allowing them to come right back to where they left off in the reservation process without having to step through the entire search process again".

The website embodies the company's mission and commitment to its guests – to provide a resource for prospective visitors to learn about Park City, explore the wide array of year-round activities and events and book the perfect property to experience the "vacation of a lifetime". The website provides visitors with "local insights" to further lend a personalized touch to the interaction. Additionally, there is more robust content in the Experience Park City pages, to ensure that visitors really understand all the activities and events that Park City offers year round. "We want to be a central resource, a trusted friend, for visitors to learn all about Park City".

"To further distinguish our properties and really help our guests get a clear picture of what their accommodation will be like, we've included interactive floor plans with high resolution photos", said Ms. Sideris. The property search page guides guests through the experience of selecting the perfect property,

from number of bedrooms to amenities to quality ratings. Guests' needs vary dramatically and Park City Lodging, Inc.'s website is well positioned to take care of the spectrum. For guests who want the value of a vacation rental plus full service benefits, they provide a local reservations team, a full time concierge, 24/7 maintenance and check-in locations. For guests who prefer "self service", they can book their property, transportation and equipment rentals online and then go straight to their accommodation with the keyless entry program. "Either way, our guests will never be left wondering who to call when an issue arises. We are locally staffed, and always available, unlike many new vacation booking portals," cited Ms. Sideris.

To introduce the new website, Park City Lodging, Inc. has created a monthly photo contest -- "My Park City Moment" Instagram Contest. Prizes will be given away monthly to website visitors who participate by tagging and sharing photos on Instagram with the hashtag #myparkcity. The contest was created to encourage past and present Park City visitors to share what made their vacation memorable. Submitted photos will be displayed on the website to inspire future visitors. To view photo submissions visit:

www.ParkCityLodging.com/MyParkCityMoment or follow us on Instagram.

Ms. Sideris summarized by saying, "I've been in this business over 30 years and witnessed the tremendous influx of information and how it has impacted the travel industry. Although much of it is very good, with all the information available out there, booking a vacation has become an extremely time consuming process. We hope, with our new website, to make that process easier, so guests can spend less time searching and more time vacationing! We want to be the one-stop solution to create a memorable Park City vacation."

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About Park City Lodging, Inc.

Park City Lodging, Inc. manages a distinct collection of vacation rental properties throughout Park City, Utah. Through outstanding customer service and attention to detail, Park City Lodging, Inc. has been creating memorable mountain vacations for 30 years. Voted "Park City's Best" property management company – Park Record 2015, 2014 and 2013 surveys. More: www.ParkCityLodging.com

About Factor Firm

Factor Firm specializes in bringing together the two disciplines of information modeling and user experience to make technology more rewarding to use and easier to maintain. They solve problems in the realms of e-Commerce, customer experience, enterprise content management and responsive web design. More:

www.factorfirm.com