

Talisker Tuhaye Park City, Utah

Nestled in the heart of the Wasatch Range, a scenic 10-minute drive from the world renowned ski lifts of Deer Valley leads to Talisker's Tuhaye community. Located on the pristine waters of the Jordanelle Reservoir, Tuhaye Golf Club is proving itself as a preeminent development in the global realm of mountain golf course communities. Tuhaye's convenient access to unsurpassed skiing in the winter months, a members-only golf course in the summer months, and the amenity-rich Talisker Club makes it the perfect year-round destination for both second-home buyers and permanent residents.

RCLCO provided a wide range of services on this development, beginning with market analysis of for-sale, second-home, and private golf residential communities, with specific focus on higher density products. Information from focus groups and interviews with local realtors and prospective buyers helped RCLCO guide Talisker in its development of design elements, soft programming, and a refined marketing strategy. RCLCO created an amenity implementation strategy that emphasized the importance of an effective delivery of the core amenities such as the golf course and restaurant, as well as the addition of outfitter services to club members.

Construction and sales of homes and lots at Tuhaye is ongoing, and currently, 25% of the 700 planned homes have been sold. Talisker plans to release a new website for Tuhaye later this year based upon the marketing suggestions of the RCLCO team.



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