



WELCOME TO

# DEER VALLEY





OUR LEGACY

PARK CITY, UTAH

# We Create Extraordinary Moments Through Unparalleled Service

As a premier alpine destination, we combine our passion for the mountains and service excellence.

We deliver unforgettable experiences that become meaningful memories and build family traditions.

DEER VALLEY





OUR LEGACY

PARK CITY, UTAH

# Our Legacy

The resort is the realized dream of Edgar and Polly Stern to create an unprecedented ski destination.

Deer Valley forever changed the industry.

DEER VALLEY

1981

Opening

1991

Flagstaff Mountain Expansion

1997-1998

First International Competition  
Empire, Little Baldy, &  
Jordanelle Expansion

2002

Winter Olympics

2007

Lady Morgan Expansion

2009

Inception of Deer Valley Resort  
Lodging & Reservation Division

2006-2010

#1 Ski Resort by SKI Magazine for  
an Unprecedented 5 Years in a Row

2017

Alterra Mountain Company

2024-2026

Deer Valley East Village  
& Terrain Expansion

2034

Winter Olympics



What We're  
Known For





# Authentic Service







Friendly & Knowledgeable Staff



# Family-Focused





# Ski-only with Limited Capacity





# World-Class Grooming





# Elevated Dining





# Commitment to Sport







Multi-Season Mountain Experiences





OUR BRAND PILLARS

PARK CITY, UTAH

# What We Are Known For

01 Authentic Service

02 Friendly and Knowledgeable Staff

03 Family-Focused

04 Ski-only with Limited Capacity

05 World-Class Grooming

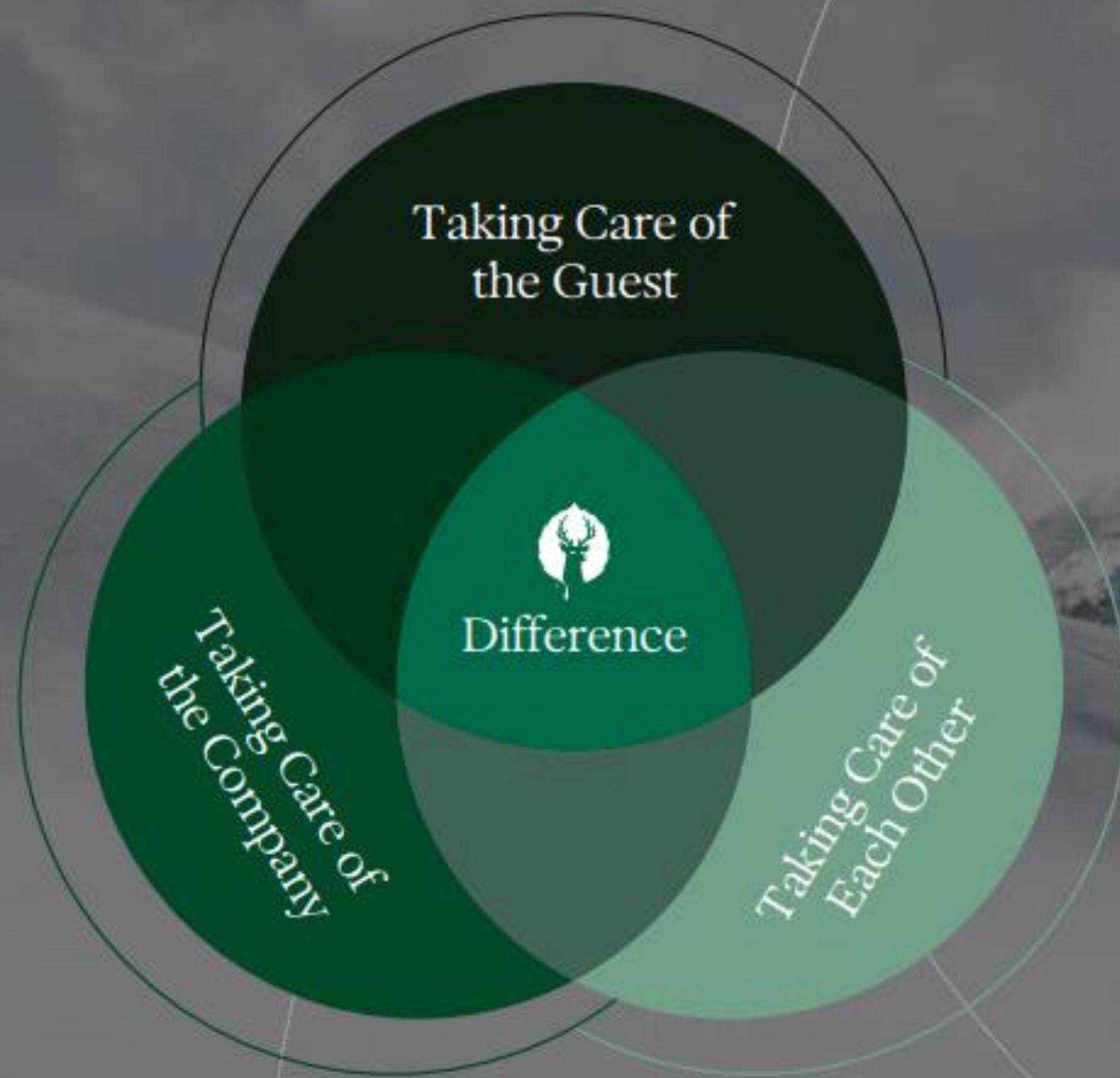
06 Elevated Dining

07 Commitment to Sport

08 Multi-Season Mountain Experiences

These attributes distinguish Deer Valley from other resorts and they are why our guests return year after year.





Taking care of the guest  
Taking care of each other  
Taking care of the company

# Our Three Circle Model

The Three Circle Model has been a part of Deer Valley since the resort's inception, informing and balancing the way we make decisions by equally weighting the importance of our stakeholders.



Exceptional Service

+

Genuine Care

+

Attention to Detail

=

# Deer Valley Difference



The essence of  
the Deer Valley Difference  
is Excellence.





# Exceptional Service

We are a world-class, service-driven brand that is focused on ease and elevated experiences. We want our guests to have everything they need for an authentic, enjoyable, and memorable time at our resort. We extend that level of service amongst our staff as well.

## How We Live It

### ANTICIPATION

Be aware of others and their needs. Discern how to solve for issues before they appear.

### QUALITY

Deliver on and be accountable for the high standards of our work. Seek to exceed expectations.

### PASSION

Generate energy and endurance to commit to and deliver on our standards of excellence.





# Genuine Care

At Deer Valley, you find an uncommon and refreshing sincerity of caring for others. We are proud to host others on these mountains where we call home. We protect the warm and welcoming environment that creates a fulfilling, collaborative experience for us all.

## How We Live It

### AUTHENTICITY

Place importance on building relationships and connecting with others by being real and open.

### EMPATHY

Be kind and compassionate. Seek to understand what affects and impacts others.

### SUPPORT

Share resources and information that will help others by assisting and communicating clearly.





# Attention to Detail

Our pursuit of excellence starts in the details of every role and extends to the big picture of our company. Our team is responsible and empowered to make sure every touch-point aligns with the needs of our guests and our staff. The health of our company depends on detailed care that we provide.

## How We Live It

### STEWARDSHIP

Take ownership and responsibility for how you uphold the company's principles and legacy.

### INITIATIVE

Take action to make a difference without being prompted. Remain flexible and adaptable.

### CREATIVITY

Take risks on original ideas while being resourceful in finding ways to improve and solve problems.





DEER VALLEY®