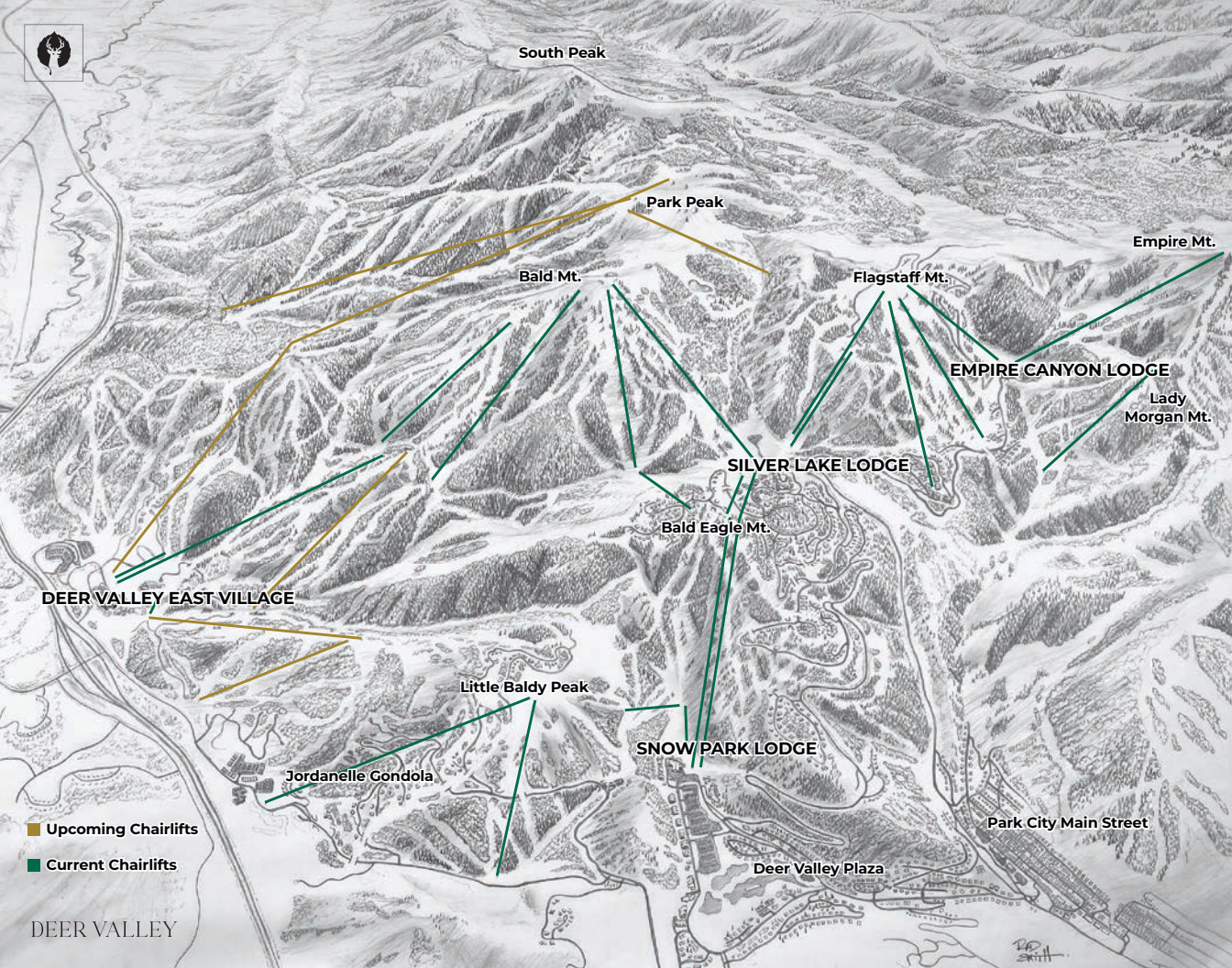




Your Guide to
The Deer Valley Difference



South Peak

Park Peak

Empire Mt.

Bald Mt.

Flagstaff Mt.

EMPIRE CANYON LODGE

Lady
Morgan Mt.

SILVER LAKE LODGE

Bald Eagle Mt.

DEER VALLEY EAST VILLAGE

Little Baldy Peak

SNOW PARK LODGE

Jordanelle Gondola

Park City Main Street

Deer Valley Plaza

Upcoming Chairlifts

Current Chairlifts

DEER VALLEY



DEER VALLEY DIFFERENCE PARK CITY, UTAH

Welcome to Deer Valley

01 Our Legacy

02 Our Brand Pillars

03 Staff Mindset

04 Three Circle Model

05 Deer Valley Difference

06 Our Values

07 Expanded Excellence

08 Deer Valley Offerings & Structure



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



OUR BRAND PILLARS

PARK CITY, UTAH

What Sets Us Apart

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

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



“One day during the winter I was closing a restaurant, and a lady approached me and told me she was there to pick up her turkey chili order for dinner. I figured she was at the wrong place because we do not offer take out. After talking with her for a second, I realized that she was directed to the wrong place and she needed to pick her order up from Deer Valley Café, which was already closed because it was 5:30 p.m. I called the manager of the café and asked her who had a key to get in so I could get the guest's order. I walked with the guest to get a shuttle, rode with them to the café, got their order and then booked her and her toddler a ride back to Snow Park. They were very appreciative as they went to provide dinner to their family.”



STAFF MINDSET PARK CITY, UTAH

Staff Mindset

Working at Deer Valley is more than just a job—it's a sincere mission to create meaningful experiences.

Whether you're crafting culinary delights in the kitchen, maintaining the beauty of our mountain environment, or offering a warm welcome at the front desk, every role is essential.

Our team is enthusiastic and committed to delivering remarkable service, creating experiences that delight guests and foster unforgettable moments.

DEER VALLEY





“When I was a lift operations supervisor, my team and I had a string of very hard days - cold weather, heavy lifting, long hours, etc. The strain on me was apparent as a young leader. My manager recognized my frustration and invited me out to go on a ride. We took a snowmobile to a closed area of the mountain and rode around on two feet of deep powder. With smiles on our faces and a refreshed demeanor, we stopped and talked about the struggles and how I could adjust and grow as a leader. My manager took the time to be a mentor and support me in my challenges. I will never forget that kindness. Deer Valley taught me how important it is to put people first and to be there when they need you.”

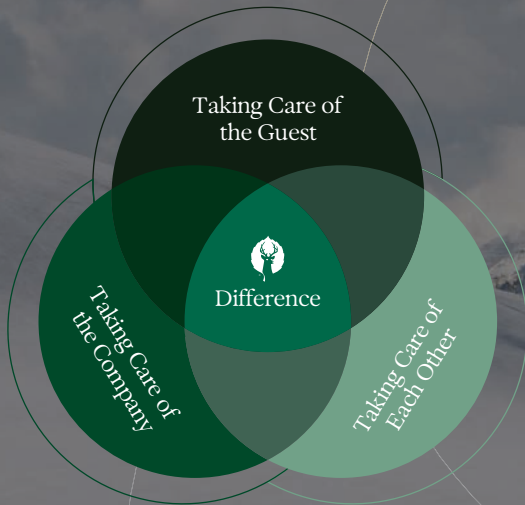
DEER VALLEY





THREE CIRCLE MODEL

PARK CITY, UTAH



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.



DEER VALLEY DIFFERENCE

PARK CITY, UTAH

Exceptional Service

+

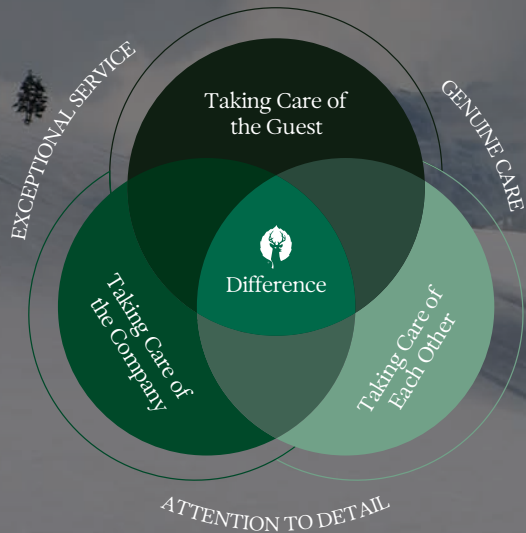
Genuine Care

+

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.



“One evening at Silver Lake, the cafeteria was completely closed—no cashiers, no food. A gentleman came by with his three-year-old son, hoping to buy the Deer Valley cookie he had promised. Unfortunately, I had to tell him we were closed and didn't have any cookies left. The boy began to cry, and as a father myself, I understand how important it is to keep promises to our children. Then I remembered that the Grotto was still open. Without saying anything, I ran there and looked for a cookie, hoping there were some left. Luckily, there were. I ran back and gave the cookie to the boy. The look in his eyes was priceless. The father was incredibly grateful and offered to pay for the cookie, but I told him not to worry and left with a big smile on my face.”



DEER VALLEY DIFFERENCE

PARK CITY, UTAH

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.



“A couple of years ago a guest came into the retail store and she was desperate to find a replacement for her child’s favorite stuffed toy that was destroyed. It was a Deer Valley logo small pink teddy bear. We had not carried that item for several years. In the back of my mind, I thought we may have had one still in our ‘sample’ tub at our warehouse—low and behold we did. We reached out to the guest, found her and gave it to her with a hand-written note from one of our Deer Valley mascots. To say the guest was over the moon is an understatement. This happened a few years ago, but every year when they visit, the guest come back to the store and thank us for our efforts and bringing such joy to their daughter.”

DEER VALLEY



DEER VALLEY DIFFERENCE

PARK CITY, UTAH

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.



“After a good ski session, I was not feeling very well. I think it may have been the exertion or altitude, so I went to the restaurant to sit and get a drink of water. A waiter came up to me and asked me how I was doing. I mentioned that I was fine and that I just needed to rest. He said he'd be right back. He returned with a cup of tea and some aspirin. He told me that I did not have to take it but that it was there if I wanted it. He proceeded to check in on me every little bit. His attention really made me feel cared for and it left an impression on me.”



DEER VALLEY DIFFERENCE PARK CITY, UTAH

Steamboat

Winter Park

BALSADES LAHOE

Mammoth

Snowshoe

CRYSTAL

TREMBLANT

BLUE MOUNTAIN

 **ALTERRA** MTN CO

June Mountain

BIG BEAR

STRATTON

Sugarbush

DEER VALLEY RESORT

Solitude

CMH

Alpine Aerotech

Alterra Mountain Company is a family of iconic year-round resorts. Born out of a shared love of the mountains and adventure, our company has brought together some of the world's most aspirational brands, including Deer Valley.

At our core, these shared values define who we are. They unite us as a team, guide our decisions, and serve as the compass that drives everything we do.

Our Values

Prioritizing Purpose

The mountains are some of the world's most magical places, so we have a responsibility to care for our environment while creating inclusive, inviting communities to live, work, and play in.

Honoring Authenticity

Real adventures are super special, not superficial, so we embrace and celebrate the things that make each of our people and businesses unique.

Cultivating Collaboration

Individual accomplishment pales in comparison to what can be achieved as a team, so we challenge ourselves to learn from one another to achieve common goals.

Embracing Empowerment

In the business of experience, people make the difference, so we strive to give our teams the tools, training, and opportunities they need to succeed.




EXPANDED EXCELLENCE

PARK CITY, UTAH

Expanded Excellence

Rooted in our history and guided by possibility, we've embarked on our Expanded Excellence initiative, a collection of significant improvement projects that will evolve and elevate the Deer Valley experience for future generations.



For over 40 years, Deer Valley has led the way in defining the modern-day ski resort, creating a one-of-a-kind experience of superior guest service, memorable culinary indulgence, impeccable snow grooming and ski-only mountain luxury. Now, we're excited to venture even further.

Upholding our reputation of excellence requires constant progression. Since our inception in 1981, we've been committed to creating a ski resort experience of the highest quality. Often, that means staying ahead of the curve, setting service and operation standards that make a powerful impact in the ski resort industry.



EXPANDED EXCELLENCE

PARK CITY, UTAH

Expanded Excellence



Expanded Terrain

A long-awaited evolution that will more than double the size of the resort and make us one of the largest ski resorts in North America. Upon completion, Deer Valley will offer over 5,726 acres of ski-able terrain, 37 chairlifts and 238 ski runs.

Snow Park Base Transformation

Our re-imagined home base—where world-class amenities meet a one-of-a-kind experience. The new village will be a walkable, pedestrian-friendly destination with improved mountain access and underground parking.



Deer Valley East Village

A modern, new village and resort gateway, that will provide 1,200 new day-skier parking spots and access to the expanded resort. At full build out, it will feature a new skier services facility and many resort dining outlets.

Revitalization of Existing Facilities

Upholding our reputation of excellence through meticulous upgrades to our existing mountain facilities. We're taking our lodges and dining venues to new heights through thoughtful face-lifts and expansions that promise a lasting impression.



DEER VALLEY OFFERINGS

PARK CITY, UTAH

Winter

World-class skiing on groomed terrain
Ski lessons and private instruction
Youth ski school and childcare
FirstTracks (early lift access and guided skiing)
Ski with a Champion (hosted by an Olympic skier)
Mountain Host tours
Snowmobiling
Fireside Dining and Cast & Cut Seafood Dining
Lodging and vacation rentals
Deer Valley Premier Program (curated experiences)

Summer

Downhill and cross-country mountain biking
Bike rentals and lessons
Hiking and trail exploration
Scenic chairlift rides
Concert series
Summer Adventure Camp for kids
Culinary Academy
Horseback riding
Stand-up paddle boarding
Various events and festivals

Our Offerings

Deer Valley offers a myriad of activities and services that provide a unique resort experience.



DEER VALLEY STRUCTURE

PARK CITY, UTAH

Deer Valley Structure

Mountain Operations

Guest Services
Lift Operations
Ski & Bike Patrol
Mountain Hosts
Snowmaking & Grooming
Competitions & Activities
Lift, Fleet & Building Maintenance

Skier Services

Children Programs
Sales & Tickets
Retail
Ski School
DV Academy
Rental Operations

Food & Beverage

Restaurants & Outlets
Employee Dining
Member's Club
Banquets
Resort Activations
Facility Stewardship

Lodging

Lodging Properties
Transportation
Group Sales
Catering Sales
Lodging Operations

Support & Admin

Human Resources
Sustainability
Marketing
IT
Finance
Resort Planning



Delivering the Difference

WHY?

To create extraordinary moments through unparalleled service

WHO?

Stakeholders of our Three Circle Model

HOW?

Through the Deer Valley Difference

WHAT?

Our Brand Pillars that set us apart





DEER VALLEY DIFFERENCE

PARK CITY, UTAH



Deer Valley
Events



Guest Services

Conduct & Safety



Staff Website



Hours of
Operations



Mountain Report

PARK CITY — UTAH

DEER VALLEY