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## **DEER VALLEY RESORT: WHERE IT'S ALL ABOUT YOU**

DEER VALLEY RESORT, PARK CITY, UTAH (Winter, 2011/2012) – Deer Valley Resort has been ranked the #1 ski resort by the readers of *SKI Magazine* for a remarkable five years in a row. One reason why? In an era of email, voice mail, texting and other efficient but impersonal technological innovations, Deer Valley Resort is still about people – both its guests and its own staff.

People come first here, and it shows. The company motto is “Take Care of the Guest, Take Care of Each Other, Take Care of the Company.” Deer Valley has one of the highest employee retention rates in the ski industry for just this reason. Ski valets – as in, real people, greet your car when you pull up to Deer Valley and assist in unloading ski equipment (and probably chat about what a beautiful day it is in the process). Other attendants provide free, secured overnight storage for skis. The Skier Services and Group Sales departments encourage guests to call the resort and speak with someone on the phone to make their arrangements for lift tickets, rentals, dining reservations, ski clinics, activities and more, so that they can custom-fit a vacation to any guest’s personal needs or desires. The fact that Deer Valley owns and operates Deer Valley Resort Lodging and Reservations allows resort employees to manage a guest’s vacation experience from booking the reservation to turning the key in the luxury hotel room door, to leaving for the airport with ease, and everything in between.

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It's all about you when a Deer Valley chef cooks your made-to-order omelet for breakfast or creates a lunch special as a salad instead of a sandwich because you're maybe saving those extra carbs for a piece of homemade chocolate cake from the resort bakery. It's all about you when the resort limits lift ticket sales so that it doesn't get too crowded. It's all about you when you can float through a forest glade, deep in the powder, while your companion skis a nearby groomed-to-corduroy-perfection run and you both end up back at the same chairlift. It's all about your children when they get their own trail map of the most fun kid runs or a hug from one of the four resort mascots wandering the mountain. It feels like there's no one else in the world when you stand atop a nearly 10,000-foot peak and view 100-mile vistas of Utah's blue skies, mountain peaks and conifers covered with snow. And it's all about you when you sink into the hot tub or steam room at your luxury accommodations at day's end ... maybe after a hot stone massage or après-ski foot treatment.

There's less time traveling and more time for you at Deer Valley because it's only a 36-mile drive from Salt Lake City International Airport and a mile from Park City's charming historic district with its scads of restaurants, bars, galleries and shopping. There are perhaps memories for you here already, because we hosted the 2002 Olympic Winter Games 10 years ago and wowed the world with our competitions and natural beauty, televised worldwide.

Deer Valley Resort celebrated its 30<sup>th</sup> anniversary last season and has a proven track record of excellence. The resort boasts 21 chairlifts, 100 ski runs, six bowls, 11 restaurants, 500 ski instructors, 300 annual inches of powder snow, three elegant day lodges of glass and stone, 2,026 acres of alpine beauty, hundreds of luxury accommodations, a renowned Ski School and Children's Center and an invitation ... just for you. You're invited to visit anytime, online or in person, and experience all of the personal attention Deer Valley has in store for you.

For more information on Deer Valley Resort, see [deervalley.com](http://deervalley.com) or contact resort Communications Manager Emily Summers at 800-424-DEER (3337) or 435-645-6522.

*For a remarkable **five** years running, Deer Valley is honored to be named the #1 ski resort in North America by the readers of SKI Magazine in 2012.*