

# UTAH

## Meeting Splendor Before Your Very Eyes



The beauty of hosting an event in Utah is two-fold. The ease of booking, traveling to, and satisfying meeting clients' needs within Utah's modern cities and conference venues is a noticeable advantage. Combine this with the natural beauty of Utah — alpine mountain settings, five national parks, a variety of year-round outdoor recreational options, and the attractiveness of the state grows even larger. Preview what Utah has in store for your next event and wow your attendees with all the inspirational settings Utah has to offer.

### PARK CITY

Located in the heart of the Rocky Mountains, Park City's intimate but powerful presence in the western meetings market sector makes it one of the best resort venues to hold your next business gathering.

Park City is conveniently located just 35 minutes via interstate highway from the Salt Lake City International Airport. There are 3,000 committable rooms spread between 25 meeting and conference properties, with over 100,000 square feet



of meeting space. Meeting planners also have 50,000 square feet of resort meeting space available at Park City's three year-round resorts: Deer Valley Resort, The Canyons Resort, and Park City Mountain Resort. In the summer months, these facilities allow meeting planners to incorporate activities and entertainment into their agendas. Deer Valley Resort offers lift-serviced hiking and biking, bike clinics, scenic chair lift rides, horseback rides and outdoor concerts. Park City Mountain Resort offers zip line rides, alpine slide rides, horseback rides, and a new

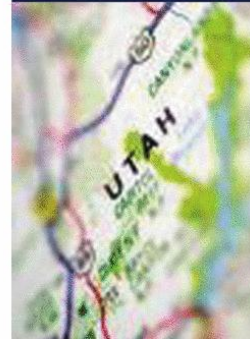
PARK CITY

DEER VALLEY

SALT LAKE

SNOWBIRD

ZERMATT





SPECIAL ADVERTISING SECTION

alpine coaster. The Canyons Resort runs their gondola to the mid-mountain where attendees can hike, bike or grab lunch at the Red Pine Café. All three resorts are accessible via Park City's complimentary citywide transportation system.

In 2002 Park City hosted more than a dozen Winter Olympic Events. The Utah Olympic Park is still a functioning year-round training and competition center for athletes. They have also incorporated elements suited for visitors and private events. There are two museums, a theater, and meeting space within the park's two main lodges — the Joe Quinney Center and the Day Lodge. The facility has a total of 5,650 square feet of meeting space on the premises. There are activities available for meeting attendees to embrace the

*Salt Palace, Salt Lake City*



*Salt Lake City Marriott Downtown*



*Main Street, Park City*



*Newpark Hotel, Park City*

Olympic spirit; in the summer they offer group bobsled rides, Quicksilver alpine slide rides, zip line rides, team building activities, athlete appearances and performances, guided tours, and introductory sport camps.

Recent Park City accommodation news includes the Winter 2008 opening of the Newpark Hotel. This new property is ideally suited to any group, offering over 3,700 square feet of meeting space. Conveniently located within walking distance to restaurants, shopping, movies and nightlife, meeting planners will revel in the Newpark Resort experience. Special pricing and group reservations are available.

## SALT LAKE CITY

Surprising to some who've not been to Salt Lake recently, this metropolitan city, nestled on the western slopes of the towering Wasatch Mountains, has quickly become a top meeting and convention destination. Perhaps it was the multi-billion dollar infrastructure investment made for the overwhelmingly successful 2002 Olympic Winter Games. Perhaps it has been the non-stop investment in the area's cultural arts, or dining and nightlife scene. More likely, it's been the combination of these factors along with countless others, such as the discovery of endless recreational opportunities just minutes from the convention district,

that has propelled Salt Lake to the forefront of meeting destinations.

Last summer's opening of the Salt Palace Convention Center's \$58 million expansion increased the facility's size by 40 percent, to 679,000 square feet (515,000 sq. ft. of exhibit space and 164,000 sq. ft. of meeting space), enabling Salt Lake to host nearly three dozen national conventions in 2006. Large meetings in Salt Lake in 2007 thus far have included the Rotary International's annual convention, Novell's annual convention, the annual Outdoor Retailer Winter and Summer Markets, and the National Sheriff's Association, among others.

Of course, deciding exactly where in Salt Lake to host a meeting has become a bit of an issue due to the seemingly endless venue options: an expansive Convention Center within walking distance of 7,000 hotel rooms; a mountain retreat at 8,000 feet with jaw-dropping views just steps from world-class skiing, or a five-diamond experience that just happens to offer 80,000 square feet of meeting space? And that's just a few of Salt Lake's options.

"With the ever increasing competition among destinations, it's very difficult to capture the interest of meeting planners," stated Mark White, vice president of sales for the Salt Lake Convention & Visitors