DEER VALLEY
EAST VILLAGE

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**FOR IMMEDIATE RELEASE**

**Utah Military Families Lead the Nation in Salute to Service Stays as Grand Hyatt Deer Valley Program Marks Two Years**

*Utah service members have booked more than 1,500 room nights in 2026, the most of any state in the U.S., as the program surpasses 7,700 room nights nationwide since opening*

Deer Valley East Village, Utah — November 10, 2026: This Veterans Day, the Military Installation Development Authority's (MIDA) Salute to Service program at Grand Hyatt Deer Valley marks two years of bringing Utah's military community to the mountains. Utah's own service members, retired military and their families have booked more than 1,500 room nights at significantly discounted rates through the program in 2026, more than any other state. Since the hotel opened in November 2024, military guests from across the country have booked more than 7,700 room nights.

Salute to Service at the Grand Hyatt Deer Valley is part of the military's Morale Welfare and Recreation program (MWR) carried out around the country and the world to contribute to the resiliency, quality of life and wellness of military members. After a small military-owned MWR ski lodge (just seven units) near Snowbasin Resort in Huntsville, Utah was closed in the late 1990s in preparation for the 2002 Winter Olympics, a MWR hotel came to life at Deer Valley East Village after the Air Force approached MIDA for assistance in finding a suitable location for the new MWR facility, as well as facilitating the partnerships to bring the hotel within MIDA's Military Recreation Facility Project Area (MRF) to fruition. Those partners are Wasatch County, Hill Air Force Base, Extell Development and Grand Hyatt Deer Valley.

Salute to Service sets aside 100 of the hotel's 381 rooms for eligible service members at MWR rates, features a dedicated concierge and lounge, North Star, and offers many recreational and food and beverage discounts.

"It's humbling to recognize our military this Veteran's Day as well as celebrate the two-year success of the Salute to Service program," said Heather Kruse, MIDA's MRF Project Area Director. "MIDA's mission is 'to support the military community and base installations through facilitating development that promotes economic health and sustainable projects in partnership with communities in Utah,' and our partners at Wasatch County, across the state and within the

MRF certainly need to be celebrated as well for our current and ongoing achievements to support Utah's military heroes."

**Rooted in Utah's military community**

Grand Hyatt Deer Valley has become a gathering point for military families across the state and the country. In this past year alone, Salute to Service:

- Hosted an Armed Forces Day open house with Deer Valley Resort, Ski Butlers, SkyRidge, ParOne and the National Ability Center, drawing 140 attendees.
- Honored Utah's fallen service members and first responders on Patriot Day with Operation Hero, through a memorial hike at Crandall Point in Jordanelle State Park and a remembrance wall in the hotel lobby.
- Marked Gold Star Spouses Day with Operation Hero.
- Supported the Utah chapter of Blue Star Families, including its "250 Years of Stories" initiative and Welcome Week for military families new to the area.
- Hosted Utah National Guard formal dinners, a 514th Flight Test Squadron event and the Veterans Recreation Summit.
- Joined Mountainside Resort Foundation in supporting Wasatch County 4-H youth, whose livestock project pork is being served to military families this season.

**Growing nationally**

Demand beyond Utah is growing quickly. Salute to Service has 5,894 room nights on the books for 2026, more than three times the 1,849 booked in 2025. California, Texas and Florida are the next-largest sources of guests, and bookings for early 2027 are running well ahead of last year.

The program is reaching the service members it was built for. Nearly 40 percent of 2026 room nights have gone to junior enlisted members, ranks E-1 through E-6. Over Independence Day weekend, Salute to Service guests filled 154 room nights, more than a third of the hotel's business.

**A veteran at the front desk of the program**

Marine Corps veteran Ryan Cantrell joined Grand Hyatt Deer Valley this summer as Assistant Program Manager for Salute to Service. Based out of the North Star lounge, he gives military guests a point of contact for itinerary assistance during their stay, and represents the program across Utah, including regular visits to the Hill Air Force Base Transition Assistance Program employer panel and events with the National Ability Center.

"I know what it means to finally take the trip you kept putting off because of deployments, moves and the cost," said Cantrell. "My job is to make sure every service member and family who walks into North Star feels like they belong here, from the first phone call to the last run of the day."

*"After 36 years of service to our nation, my husband was finally able to get something in return with this amazing deal for active and retired service members. Every single staff member or employee that we interacted with was exceptional."*

- Salute to Service Guest
Grand Hyatt Deer Valley post-stay guest survey, February 2026



**Upcoming Salute to Service activations**

- **Veterans Day, Wednesday, Nov. 11:** Coffee with Ryan on the Double Blacks upper deck, with a breakfast featuring the 4-H pork, followed by a wood-burning demonstration with Ryan in North Star.
- **November:** Care and meal baskets made with the 4-H pork, delivered on base to service members in need.
- **Saturday, Dec. 12, 11 a.m. to 3 p.m.:** Third annual Veteran-Owned Business Holiday Market with Deer Valley Resort.

- **December:** An annual commemorative ornament for North Star guests during festive week, and a new Tree Lighting Ceremony that expands last year's Adopt-a-Family sponsorships. On select holiday weekends, North Star also hosts free children's activities that honor the service member in each family, including the Little Heroes Craft Workshop and the North Star Heroes Wall.

For event details and updates, contact SaluteToService@hyatt.com or visit hyatt.com/info/deer-valley-mwr.

**How to book**

Eligible guests include active duty, Reserve and National Guard members, retirees, disabled veterans and actively serving Department of Defense civilians. They can book rooms through the Salute to Service booking portal or contact Grand Hyatt Deer Valley at SaluteToService@hyatt.com with any program questions.

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**ABOUT DEER VALLEY EAST VILLAGE**

Deer Valley East Village, developed by Extell Development Company, is the premier new residential address in North American mountain real estate. The first new alpine ski village in North America in over 40 years, Deer Valley East Village sits at the base of Deer Valley Resort's expanded terrain in the Wasatch Mountains above the Jordanelle Reservoir, 40 minutes from Salt Lake City International Airport via freeway. Deer Valley East Village is strongly focused on recreation, and the ski mountain is operated by the renowned Deer Valley Resort. Nearly 1,700 private residences span the full ownership spectrum: luxury ski condominiums, branded hotel residences, gated townhomes, and private estate lots with golf club membership. Residential and commercial development partners include Reef Capital Partners and Dart Interests. The village is anchored by world-class hospitality brands; Four Seasons, Waldorf Astoria, Grand Hyatt Deer Valley, with other eminent global brands as well as it includes notable emerging brands like Marcella and Cormont at Deer Valley. The village's planned amenity program includes North America's largest ski beach, 60,000 square feet of recreation, and over 70 shops, restaurants and cafés. Deer Valley East Village represents both a lifestyle purchase and a long-term investment in one of the world's most celebrated ski destinations. For more information, visit deervalleyeastvillage.com.