



WALDORF ASTORIA®  
PARK CITY

**Waldorf Astoria Park City Introduces New Guest Benefit: On-Property Ski Butlers Experts**  
*Guests to Receive Unparalleled Service and Only Access to a Rossignol Exclusive in North America*

**Park City, UT (August 25, 2016)** – Waldorf Astoria Park City announces a new amenity for the 2016-17 winter season with the addition of an exclusive on-property location from Ski Butlers, the acclaimed Park City-based ski rental delivery service. Offering a new level of service and convenience for hotel guests, Ski Butlers will provide guests with personalized service throughout their stay and quick access to rentals from their range of high-end, brand-new equipment from snow sports icons including Rossignol and Smith. Best of all – guests will be able to access the new, exclusive Strato Limited Edition from Rossignol, exclusive Waldorf Astoria Park City for the 2016-17 winter season.

“We are thrilled about our new partnership with Ski Butlers,” said Kerry Hing, general manager of Waldorf Astoria Park City. “Luxury ski vacations are a significant investment to those seeking adventure in the mountains of Utah, and having Ski Butlers join our winter operations team is a terrific addition to the personalized level of service we seek to extend to all of our guests this coming season. With Waldorf Astoria Park City as the exclusive carrier of the brand-new Rossignol Strato Limited Edition ski – a year in advance of the public availability in North America, we are truly offering our guests an unforgettable experience, along with the most attentive service possible.”

Retailing for \$1200 and only available for use to Waldorf Astoria Park City guests, the Strato Limited Edition features Rossignol’s proprietary Prop Tech racing technology and Power Turn Rocker profile, providing the perfect blend of racing precision and fun, playful carving performance.

Ski Butlers will have equipment and ski accessories on property at Waldorf Astoria Park City, as well as a team of experts to provide top of the line service for each individual skier. The hotel’s Personal Concierge team will provide guests with in-room equipment rentals in conjunction with Ski Butlers for maximum efficiency.

With over 13 years of experience at 35+ ski resorts around the country, Ski Butlers will compliment the level of service Waldorf Astoria Park City is known for, with options for reserving equipment in advance or upon arrival – and will provide additional amenities such as overnight tuning to ensure optimal skiing for each guest.

“Park City offers some of the best skiing in the world, and together with Waldorf Astoria Park City, we knew we could create the ultimate ski experience — exclusive equipment, attentive service and one of the destination’s most beautiful accommodations in an incredible setting,” says Mike Cremen, Vice President of Sales and Marketing for Ski Butlers.

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**About Waldorf Astoria Park City**

Waldorf Astoria Park City is situated at the base of new Park City Mountain Resort and offers an ideal setting for an unforgettable luxury mountain vacation. The resort’s authentic sense of place is reflected throughout the property from its distinct design aesthetic and locally inspired food & beverage scene to its custom amenities, services and array of signature experiences. Its guest rooms and suites are appointed with custom furnishings, top-of-the-line kitchens and spectacular views of the ski slopes and picturesque Wasatch Mountains. Integral to the guest experience at Waldorf Astoria Park City is its 16,000-square-foot spa as well as the resort’s signature restaurant and bar, Powder. Additionally, Waldorf Astoria Park City features intimate meeting and event space as well as an expansive outdoor patio with fire pits, a heated pool and Jacuzzis.

[www.waldorfastoriaparkcity.com](http://www.waldorfastoriaparkcity.com)

**About Ski Butlers:** For the same price or less than most resort ski shops, Ski Butlers ski rental delivery service makes renting ski and snowboard equipment convenient and hassle-free. Based on customer reviews, Ski Butlers has earned

the coveted TripAdvisor Certificate of Excellence for providing personalized service at 37 ski resorts in British Columbia, California, Colorado, Idaho, Montana, Utah and Wyoming. With home offices in Park City, Utah, Ski Butlers has earned multiple US Chamber of Commerce Top 100 Blue Ribbon Awards and was named in 2015 and 2016 as one of America's fastest growing businesses by INC. Magazine. Also, Ski Butlers is very actively involved in the snow sports community's work on climate change. In 2015, company founder Bryn Carey participated in the World Climate Summit "I AM PRO SNOW" Panel in Paris. Learn more about Ski Butlers' vision and plan to be a part of the climate change solution at <http://www.skibutlers.com/climatechange>.

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