

**This hidden jewel is
your gateway to
inspiration...**





PREPARE TO BE SURPRISED AND INSPIRED
 Visitors to Zermatt tend to be quietly awed by the rugged beauty of the mountains, luxurious resort amenities and inspirational learning opportunities. Most executives and meeting planners who come for the first time can be overheard saying, "I had no idea!"



Swiss architecture set against the marvelous backdrop of the Utah Rockies creates a perfect haven for effective conferences, training, learning, team building and recreation.

Utah's Largest Conference Resort is also the World's Most Inspiring Learning Center

Zermatt Utah is a global hub for corporate gatherings, adventure, relaxing recreational activities and exhilarating learning experiences, in the classroom and in the outdoors. World-class food and service and all the amenities you would expect of a four-star conference resort ... just a spectacular 45-minute drive from Salt Lake City's international airport hub ... this is your gateway to inspiration.

“ Zermatt Utah is the best of the best and I have experienced 46-years of the convention industry. Convener | Optometric Association ”

“ We couldn't have chosen a better venue for our international convention ... Our post-conference evaluations say it all — best meeting ever! President | National Women's Association ”

- ◆ 330 guest rooms | 10 kinds of luxury
- ◆ 65,000 square feet of meeting, exhibition and performance space
- ◆ High-quality meeting / learning center
- ◆ All-seasons wonderland
- ◆ Unlimited sports, recreation and adventure activities
- ◆ Full-service conference support
- ◆ Signature learning programs for personal and organizational inspiration
- ◆ Full service audio visual support
- ◆ World class banquets & catering
- ◆ Executive education & learning design

Inspired Learning is a Science and a Teachable Process

Zermatt Utah's conference resort and learning center has proudly hosted hundreds of America's best known organizations.

Our learning center is dedicated to the idea that inspiration is a science, a definable process that can be learned and harvested.

These principles work anywhere you do, but it helps that our guests — your team members — are also able to soak in the serene beauty of the surrounding 8,000 - 12,000 foot peaks and high valleys.

Sure, you can just use our rooms and food, and we will take care of you brilliantly.

However, our highly experienced team can also assist with optimizing message delivery, meeting facilitation, team building experiences, keynote speakers,

online media content, publishing — and of course — our proprietary Q Series.

Inspiration on Q is the foundation piece of the Q Series which is a range of inspiring programs dealing with personal and organizational leadership, key relationships, goals, grit, company culture, and more.

Each Zermatt Utah learning experience is based on a solid foundation of science, presentation excellence and proven delivery methods via an expert multi-step process:

1. *Needs analysis*
2. *Learning design*
3. *Program delivery*
4. *Sustainment*
5. *Evaluation*
6. *Transformation*

inspiration —
n. a state of elevated thought and action, the process of being mentally stimulated to do or feel something creative; to be fully engaged; enjoyment of heightened productivity



Learning Themes

- ◆ The Science of Inspiration
- ◆ Leadership & Character
- ◆ Energy & Performance
- ◆ Learning by Adventure
- ◆ Restoring Relationships
- ◆ Leadership by Story
- ◆ Discovering Your Great Quest

Practical Outcomes

- ◆ Productivity
- ◆ Building Trust
- ◆ Customer Loyalty
- ◆ Sales Performance
- ◆ Strategic Supervision
- ◆ Grit and Goals
- ◆ Happiness

Inspired learning requires an orchestrated blend of classroom and outdoor experiences in a four part process —

1. SEEK
2. CAPTURE
3. REFLECT
4. HARVEST

Many conferences, seminars and executive education programs focus on only the first part of the learning process, which often leads to information overload but not necessarily personal or organizational transformation.

Zermatt Utah's physical environment, in an adventure mecca, plus our proprietary science based curriculum are vital elements of a more complete learning experience.

“ If you want your team scattered among the crowds, by all means send them to Las Vegas, New York, Chicago or Los Angeles. If you want to train, reward, entertain, and inspire your team to do great things — bring them to Zermatt Utah. ”

President | Software Development Company



An Adventure and Recreation Mecca

Where else could you host an elite event for ten people or a thousand — and also have your guests ski ... or snowmobile ... or ride an ATV ... or scuba dive ... or golf ... or fly fish ... or ride a mountain trail ... or a combination thereof ... all within minutes of the conference ... all on the same day?

- ◆ Scuba diving
- ◆ Fly fishing
- ◆ Golf
- ◆ Skiing / snowboarding
- ◆ Razor rentals
- ◆ Snowmobiling
- ◆ Hiking
- ◆ Mountain biking
- ◆ Ice castles / ice skating
- ◆ Rafting
- ◆ Horse riding
- ◆ Sleigh rides
- ◆ All water sports
- ◆ And much more

Build Your Team Through Adventure Experiences

Why not send your teams out for a Razor off-road treasure hunt with clues tailored to the group's learning objectives? Team members learn to work together in new ways that are reinforced in the classroom and applied in the work environment. Our learning design team can take any adventure or recreation experience and design a relevant and precise application to your organization. (Or you can just have fun out there.)



Matterhorn Ballroom can be configured as a dance floor, lecture hall, banquet room or reception center as needed for up to 500 participants

A World-Class Learning and Event Facility

Zermatt Utah's \$128 million conference resort is a venue where executives love to bring their families, again and again.

“The stunning setting made for a most memorable conference. I think I learned as much about myself as I did about the new services our company is providing.”

Senior Executive | Health Care

On-Site Amenities —

- ◆ Massage
- ◆ Pedicure
- ◆ Esthetics
- ◆ Complete fitness center
- ◆ Relaxation rooms
- ◆ Indoor/outdoor swimming pools / hot tubs
- ◆ Bakery & catering services
- ◆ 2 quality restaurants
- ◆ Carousel
- ◆ Outdoor chess / shuffle board / putting course
- ◆ Sand volleyball court
- ◆ Tennis courts



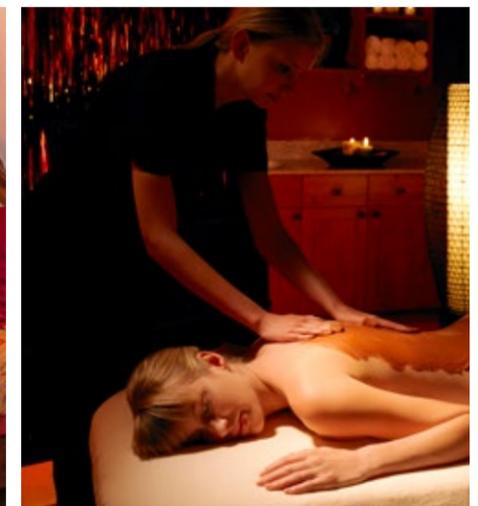
Enjoy exceptional fine dining at Z's Steak & Chop Haus



Singer Songwriter Country Western Legend Michael Martin Murphey, Co-Creator of Wildfire Smokehaus — Where Swiss Meets West



10 room types, 10 kinds of luxury, 330 guest rooms, beds for up to 652 guests



Relax and rejuvenate in the world class spa and wellness center

Conference Center Rooms / Capacity

CONFERENCE CENTER LOWER LEVEL

Meeting Room	Sq Ft	Length	Width	Ceiling Height	Class-room	Hollow Square	Conf	U-Shape	Theater	Banquet (8)	Reception
St. Gallen	420	17	24	9.5'	20	18	14	15	36	24	30
Thurgau	430	17	24'2"	9.5'	20	18	14	15	36	24	30
Neuchatel	870	31'3"	28'1"	12'	40	32	20	25	70	40	80
Geneve	760	31'4"	24'7"	12'	24	24	24	18	50	40	55
Uri	780	25'6"	38'2"	12'	32	32	32	32	42	32	60
Bern	760	33'8"	37"	12'	24	24	24	20	50	40	55
Basel	760	35'7"	21'6"	12'	24	24	24	20	50	40	55
Carousel Patio	4,198	-	-	-	-	-	-	-	-	160	200

CONFERENCE CENTER UPPER LEVEL

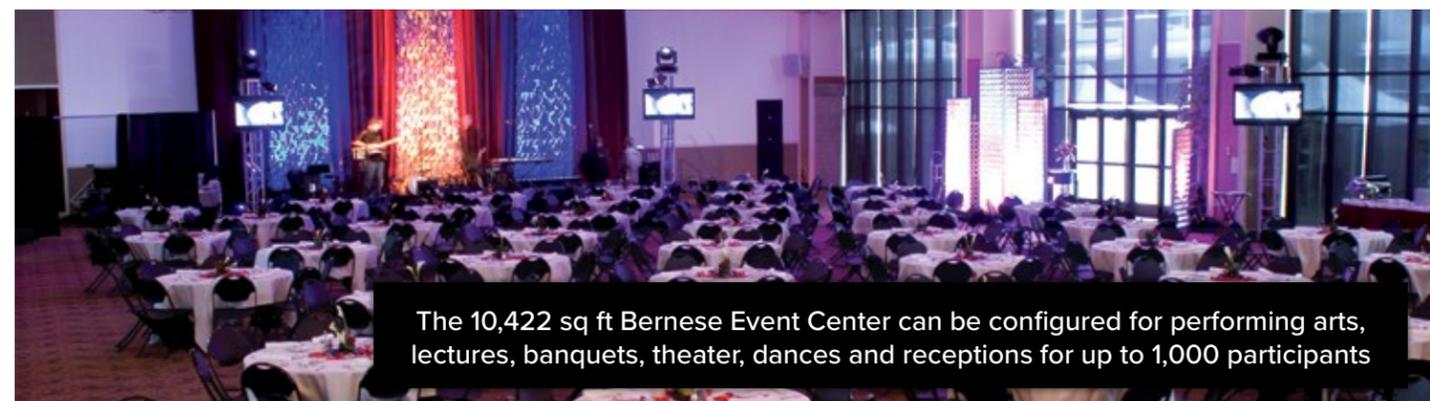
Meeting Room	Sq Ft	Length	Width	Ceiling Height	Class-room	Hollow Square	Conf	U-Shape	Theater	Banquet (8)	Reception
William Tell	585	37'8"	15'2"	10'6"	-	-	16	-	-	-	-
Monte Rosa	1,210	53'4"	46'7"	14'	46	38	32	26	80	56	100
St Moritz	1,190	49'	35'5"	12'	44	36	32	27	100	56	100
Davos	1,200	41'4"	25'3"	12'	65	38	24	30	70	56	100
Grindelwald	2,000	43'6"	30'2"	12'	90	50	30	40	150	96	125
Interlaken	1,390	37'6"	37'4"	12'	70	44	24	32	130	72	100
Matterhorn	4,840	89'	82'	14'	240	72	-	-	485	300	500

HOTEL DER BAER

Meeting Room	Sq Ft	Length	Width	Ceiling Height	Class-room	Hollow Square	Conf	U-Shape	Theater	Banquet (8)	Reception
Appenzell	405	26'1"	17'1"	8'	16	16	16	12	35	24	30
Emmental	435	28'7"	15'2"	8'	16	16	16	12	35	24	32
Gruyeres	600	25'6"	23'7"	8'	20	24	16	20	40	32	60
Chateau	400	20'	20'	8'	12	8	8	12	21	24	30

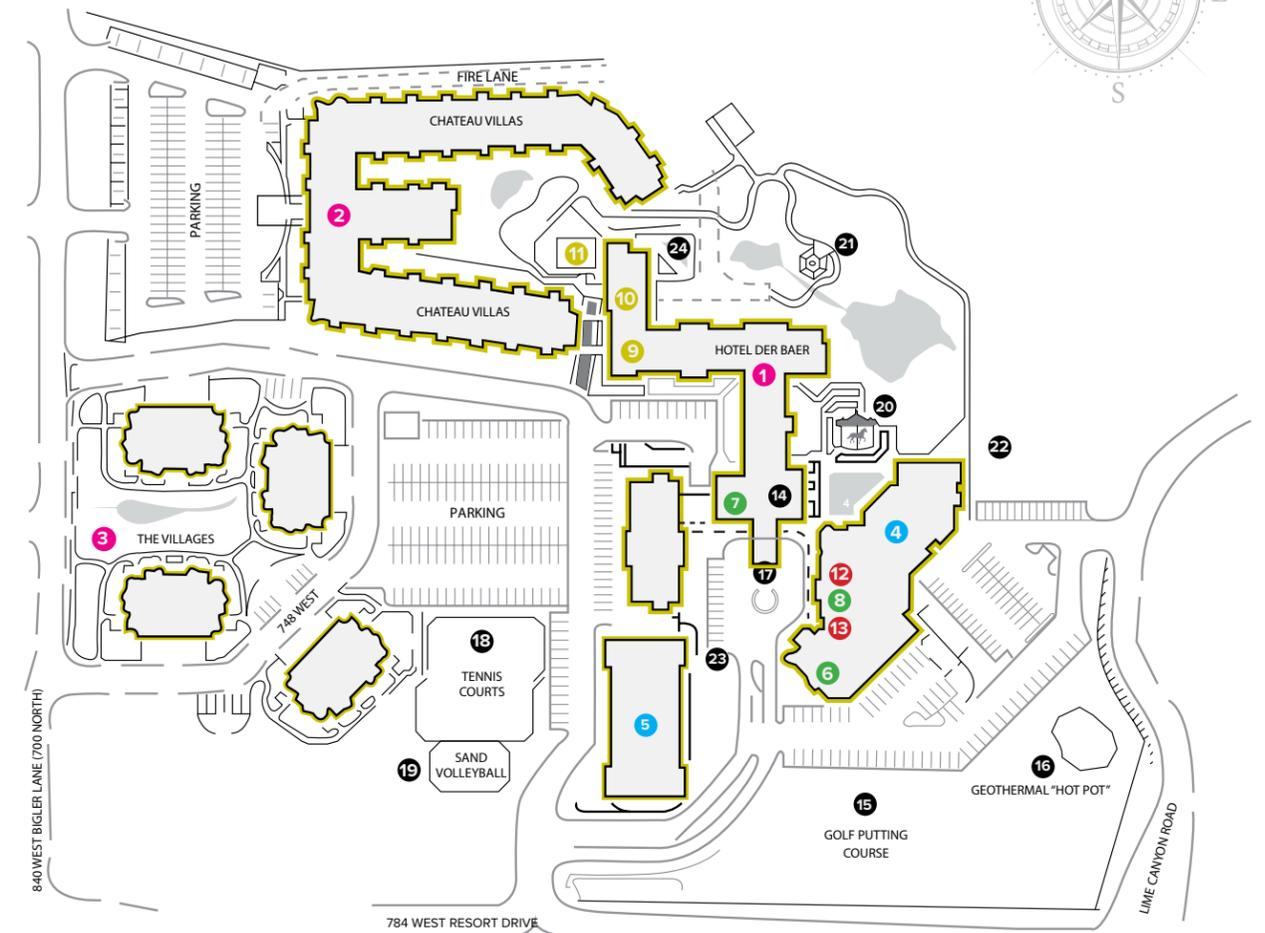
EVENT CENTER

Meeting Room	Sq Ft	Length	Width	Ceiling Height	Class-room	Hollow Square	Conf	U-Shape	Theater	Banquet (10)	Reception
Bernese	10,422	133'11"	78'3"	20'-32'	600	-	-	-	1,000	700	1,000



The 10,422 sq ft Bernese Event Center can be configured for performing arts, lectures, banquets, theater, dances and receptions for up to 1,000 participants

Finding Your Way at Zermatt



FAST FACTS

GUEST ROOMS

Total: 330
Kings/Queens: 197/133
Ideal Group Size: 350
Maximum Group Size: 1,000

MEETING SPACES

Total meeting, exhibition, performance space: 65,000 sq. ft.
20 acoustically designed meeting rooms
Largest room: 10,422 sq. ft.
Second largest: 4,840 sq. ft.

TECH/AV SUPPORT

1 gig per second wifi
Teleconferencing
Video conferencing
Sound
Lighting
Projection
Staging

AIRPORT PROXIMITY

Salt Lake International: 45 minutes
Heber corporate jet airport: 10 minutes

ACCOMMODATIONS

- Hotel der Baer
- Chateau Villas
- The Villages

MEETINGS

- Matterhorn Conference Center
- Bernese Event Center

RESTAURANTS

- Z's Steak & Chop Haus
- Wildfire Smokehaus
- the Bakery at Zermatt

SPA & FITNESS

- the Spa at Zermatt
- Wellness Center
- Swimming Pools

RETAIL & SHOPS

- Adventure Haus
- Fly Fishing / Outfitters

AMENITIES

- Chalet Lounge
- Golf Putting Course
- Geothermal "Hot Pot"
- Valet Parking
- Tennis Courts
- Sand Volleyball
- Carousel
- Gazebo
- Horse Shoe Pit
- Plaza Games (outdoor chess & shuffle board)
- Twilight Theatre (summer concert stage)



Science says location matters for learning and change. So this is the place.

Zermatt Utah is an almost magical environment where growth and transformation are expected outcomes. The conference and resort amenities, the local scenery and adventures, the learning center mission and transformational learning experiences are part and parcel of the whole Zermatt conference package. Pioneer marketing guru, Marshall McLuhan, famously said that the “medium is the message.” In other words it’s not just what you say but where and how you say it that lends power to your organization’s message. Zermatt can enhance your experiential and educative outcomes. Science confirms intuition; where you go to learn really does matter; a naturescape gets far better results than a cityscape. In 2008 University of Michigan researchers tested the learning performance of “Your Brain in the Woods” versus “Your Brain on Asphalt.” *The Cognitive Benefits of Interacting with Nature* published in Psychological Science reports: “Simple and brief interactions with nature can produce marked increases in cognitive control ... cognitive performance significantly improved when participants walked in nature, but not when they walked downtown.” We’ve got the onsite amenities. We’ve got nature and adventure on our doorstep. We’ve got easy access to a global airport hub and a major city. Everything here, nothing missing. Our promise: if you come to Zermatt Utah you will be inspired. There is no other place like this in Utah or across the world.



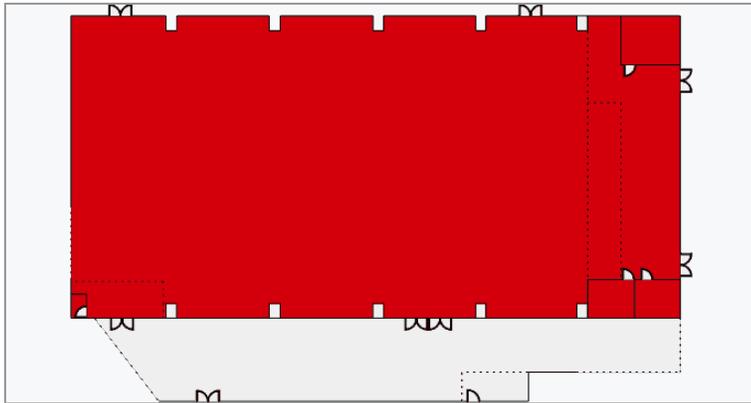
ZERMATT  UTAH
CONFERENCE RESORT | LEARNING CENTER
be inspired

Bernese Event Center

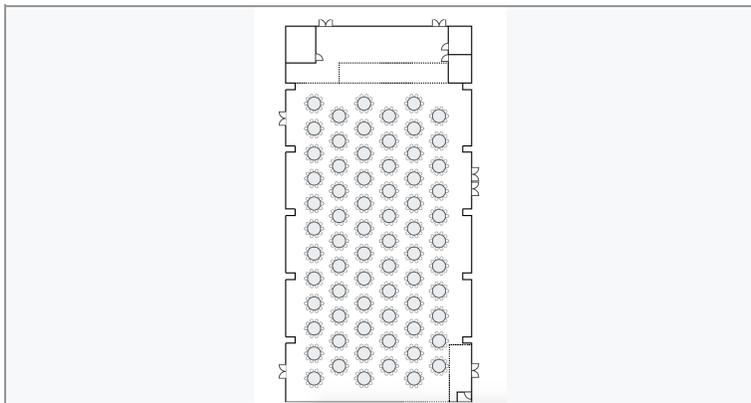
Bernese Event Center

Room size: 12,235 sq ft

[View Interactive Floor Plans](#)

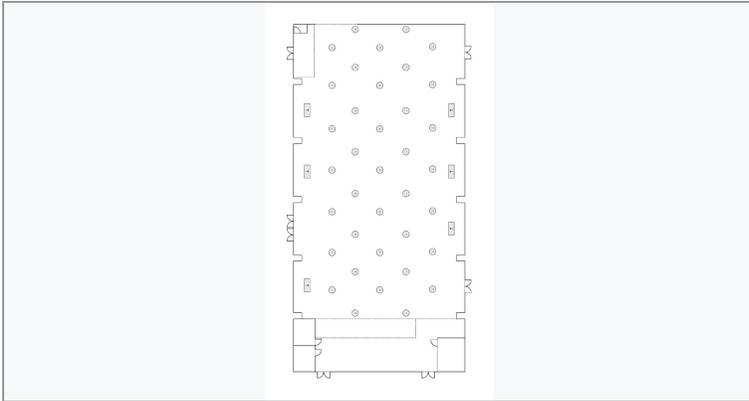


Floor Level Map

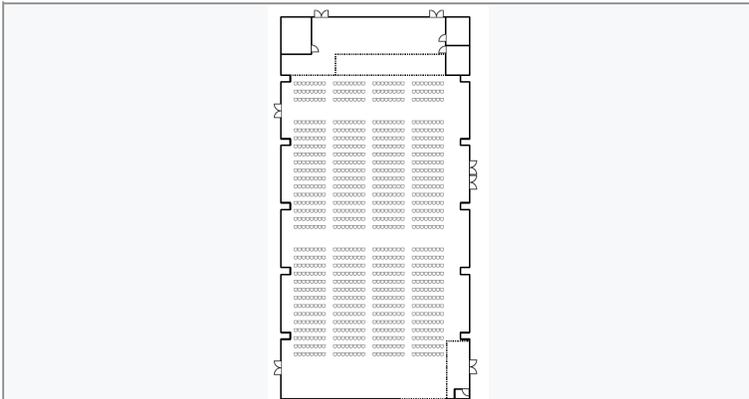


Banquet
Capacity: 700

Zermatt Resort
Midway, UT



Reception
Capacity: 1000



Theater
Capacity: 1000

Zermatt Resort

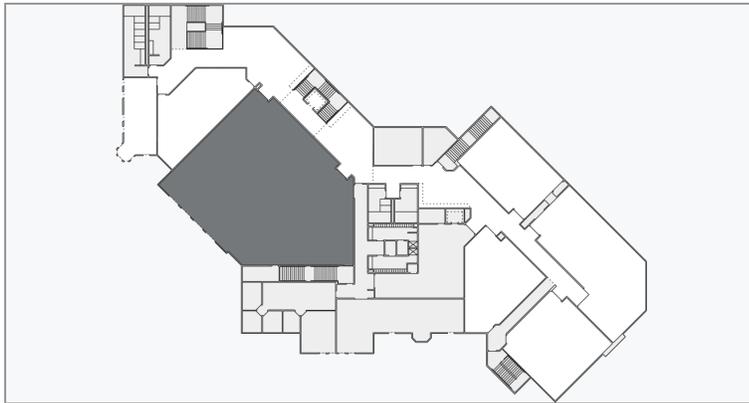
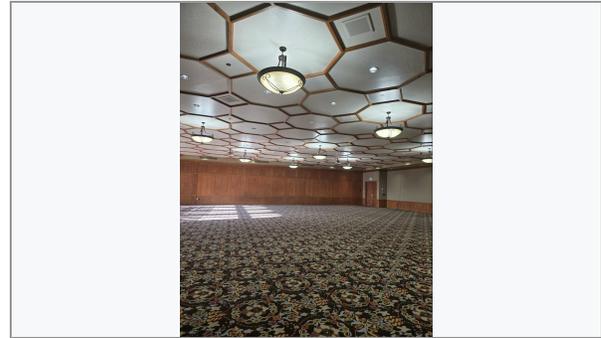
Midway, UT

Matterhorn Ballroom

2nd Floor

Room size: 4,840 sq ft

[View Interactive Floor Plans](#)

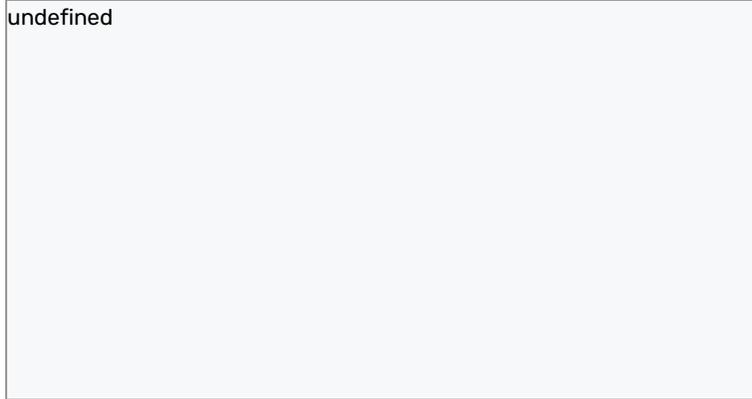


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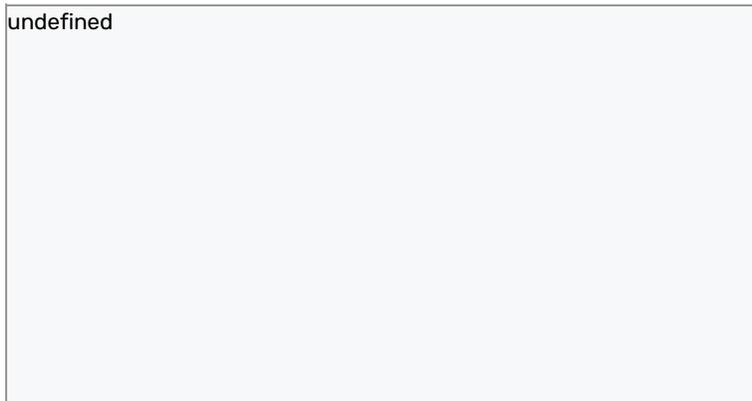
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Classroom
Capacity: 240

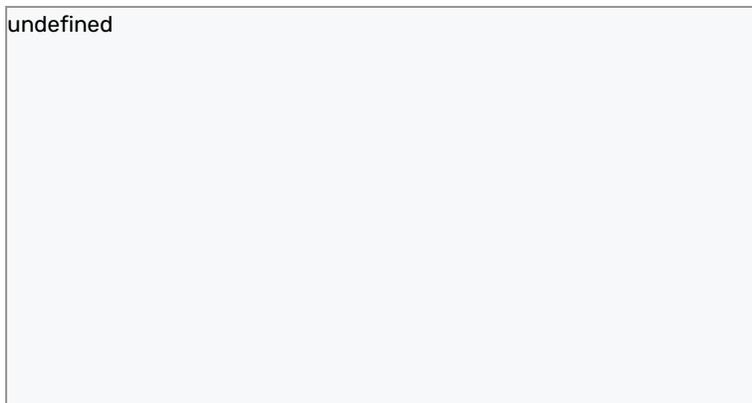
Zermatt Resort
Midway, UT



Crescent rounds (Cabaret)
Capacity: 500



Banquet rounds
Capacity: 280



Theater
Capacity: 485