

THE WESTIN

SNOWMASS
RESORT

"Rejuvenation at 8500 Feet"
New for 2012



Snowmass Village has long been a Colorado favorite for those searching for the ideal mountain vacation or meeting destination.

Guests, groups and planners now have an exciting new reason to experience Snowmass, Colorado. Starwood Hotels & Resorts announced a major transformation to the upper Snowmass Village with a \$50 million renovation project and the opening of two new hotels, The Westin Snowmass Resort and Wildwood Snowmass.

Westin Snowmass Resort
Wildwood Snowmass
100 Elbert Lane
Snowmass Village, CO
81615
800-525-9402
westinsnowmass.com
wildwoodsnowmass.com

Two New Hotels Rejuvenate Snowmass Village – Open for the 2012/13 Ski Season

The Westin Snowmass Resort anchors this exciting development on the slopes of Snowmass with 254 luxurious rooms (17 suites) featuring the Heavenly Bed & Bath®, spectacular Rocky Mountain views and the personalized service that Westin loyalists have grown to love. The Westin Snowmass features fully renovated guest rooms, along with a luxurious renovated lobby, lounge and public spaces, two new restaurants, a new Westin Spa, slope-side pool, hot tub & sun deck, a Westin WORKOUT™ fitness center, private ski valet, ski accessible suites and beautiful new function spaces for meetings, group functions and special events.

Next door the 153-room **Wildwood Snowmass** provides the perfect complement and a completely different experience with a fun, retro-chic design. Guests will enjoy fully renovated rooms where style meets function, featuring hip art, functional space, radical design and colorful decor. Wildwood features an onsite Ski & Adventure Concierge, fitness center, pool, hot tubs, a retro arcade with video games and pinball, Steven Alan designer clothing retail outlet, an eclectic mix of vintage and contemporary furnishings, and a gorgeous beer hall and dining establishment collaborated with Colorado's well-known New Belgium Brewery.



The Westin Snowmass Conference Center
Located directly between the two hotels is the newly renovated full-service Westin Snowmass Conference Center, featuring 18,000 sq. ft. of conference space, an 11,000-square-foot ballroom, the finest in audiovisual services, an executive board room, a private lecture auditorium and beautiful indoor & outdoor function spaces featuring breathtaking views of the Rocky Mountains. Planners will enjoy more than 25,000 sq. ft. of combined meeting space between the two hotels and the executive conference center.

Smart Facts:

- 254 rooms in The Westin Snowmass Resort & 153 rooms in Wildwood Snowmass
- 25,000 sq. ft. of meeting space, including 18,000 sq. ft. in the Westin Snowmass Conference Center
- Ski-in/ski-out and hike-in/hike-out access at the base of Snowmass Mountain
- Adjacent to the Snowmass Mall offering a wide variety of shopping and dining options
- Starwood Preferred Planner and Preferred Guest Programs

GETTING HERE:

Located in Snowmass Village, only five miles from the Aspen Airport (ASE), nine miles from Aspen and 68 miles from the Eagle County Airport (EGE). Flights from across the country fly into both airports, with schedules varying by season.

The Westin Snowmass Resort – Snowmass Village, CO



WILDWOOD

SNOWMASS



Wildwood Snowmass offers a completely different experience than the refined Westin Snowmass Resort. This fully renovated hotel features a chic modern design, an energetic vibe and 153 rooms, including six themed suites and two presidential suites. The hotel surrounds the new outdoor heated pool and sun deck with a retro poolside snack shack, which is sure to be a focal point of this popular mountainside resort. The Arcave, Wildwood's retro 'rec room' features a curio of throwback arcade video games and pinball machines and the new fitness center featuring state-of-the-art exercise equipment will be perfect for a morning workout or a quick stretch at the end of the day.

Bringing his own unique style to this new resort, renowned American fashion designer Steven Alan will help to design key elements of the Wildwood's soft goods, including hotel accessories, staff uniforms and retail merchandise.

Guests of Wildwood will experience New Belgium Brewing's version of fun, folly and fine craft beer when the maker of Fat Tire rolls into town as a partner in the renovation. Wildwood will feature a New Belgium-themed establishment onsite, with 10 of the Colorado brewer's award-winning beers on tap and just steps away on the Snowmass Mall, the New Belgium Ranger Station will offer Colorado craft beers and seasonal varietals in a casual, après ski environment.

The New Belgium Ranger Station, located in the lower level of the Westin Snowmass Resort, will serve a lunch and dinner menu. The menu will be designed to pair with New Belgium's signature beers and seasonal craft brews. This slope-side bar will be a fun, casual environment with outdoor seating, fire pits and views of the slopes and will be the perfect complement to the Westin's new Snowmass Kitchen, offering a luxurious environment, breathtaking mountain views, the finest in regional fare and guest favorites from the Westin Wine Bar.

The Wildwood Snowmass transformation was designed by Reunion, an interdisciplinary group of designers, art-directors and artists. For this project, they have taken design cues from a classic mountain lodge and combined them with the sensibility of a contemporary urban hotel. From the decorative-painted wood floors in the bar, to a colorful 'den' that converts into a theater on movie nights, to a conference room hidden behind bookshelf doors, the Reunion team weaves visual narratives throughout the property by mixing custom-designed furniture and art with vintage finds. The outcome at Wildwood is a hip and cozy lodge.

"At the Wildwood we've reclaimed the classic lines of its 1960's architecture and injected it with the vibrant colors and vitality of current art and culture. Our mission was to create a space that's comfortable and warm, while at the same time radical and relevant," describes Carlton DeWoody of the Reunion team.



THE WESTIN

SNOWMASS RESORT

Westin Snowmass Resort
100 Elbert Lane
Wildwood Snowmass
40 Elbert Lane
Snowmass Village, CO
81615
800-525-9402
westinsnowmass.com
wildwoodsnowmass.com

KEY CONTACTS:

General Manager, John Curnow
John.curnow@westin.com

Director of Sales & Marketing, Tim Johnson
Tim.johnson@westin.com

Director of Group Sales, Jon Walters
Jon.walters@westin.com

