



S N O W M A S S

C O L O R A D O

Summer 2021 Brings Change and New Developments to Snowmass Village
New Restaurants, Hotel Renovations, Flight Options, Long Stay Packages, and More Come to Snowmass This Summer



Photo Credit: Jeremy Swanson

Snowmass Village, Colo., (April 13, 2021) – Summer 2021 continues to see the vibrancy and growth of Snowmass Village as a must-visit destination. This summer, visitors and locals will find continued evolution of Snowmass Base Village, featuring the groundbreaking of two new property developments, as well as the opening of new restaurants, and a lineup of unique weekly programming and activities from The Collective Snowmass. In addition, Summer 2021 sees the transformation of the Westin Snowmass into an Autograph Collection hotel, the renovation of the Wildwood Hotel, a new film series at Anderson Ranch Arts Center, long stay packages, and expanded flight service to the Roaring Fork Valley.

“Snowmass continues to shine as a destination,” says Rose Abello, Tourism Director. “This summer we are excited to watch the evolution take place before our eyes with the groundbreaking of Electric Pass Lodge, the Havens, and the renovation of the Westin and Wildwood hotels, not to mention all the other new activities and offerings debuting this summer. Snowmass is a must visit summer Rocky Mountain destination.”

Snowmass Lodging Updates

The Westin Snowmass & The Wildwood Hotel Undergo Multimillion-dollar Transformations

The Westin Snowmass & Wildwood Hotel sold in December 2020 for \$70 million. This summer, the Westin Snowmass undergoes a multimillion-dollar transformation into an Autograph Collection hotel. The renovation includes all-new guestrooms and public spaces, a new signature restaurant concept, refreshed meeting space, expanded spa, and much more. The Wildwood Hotel is also undergoing an extensive renovation. Both hotels are slated to reopen in December 2021.

Electric Pass Lodge Breaks Ground in Spring 2021

The newest addition to Snowmass Base Village, Electric Pass Lodge is a collection of 53 two- and three-bedroom, ski-in/ski-out residences that are designed to be ultra-efficient and 100% powered by renewable energy, resulting in no on-going carbon footprint. These thoughtfully designed homes join a growing movement to reduce the climate change impact of new buildings and to preserve the fresh snow and clean mountain air. Electric Pass Lodge began pre-sales in January 2021 and broke ground in April 2021. electricpasslodge.com

Havens Break Ground in Spring 2021

Located slopeside on Fanny Hill, the Havens ten single-family, ski-in/ski-out homes sold out in just 42 days. These three- and four-bedroom homes are impeccably crafted contemporary cabins with a never-to-be-repeated location right on the Fanny Hill ski run, offering out-the-door access to the Snowmass Ski Area, the new Snowmass Base Village, and the Snowmass Mall. havenssnowmass.com

Viceroy Snowmass Debuts New Dog Focused Program for Pet Lovers

New for summer 2021, the Viceroy Snowmass offers a VIP Pup Package for guests bringing their fur babies to Snowmass. The package includes a dog bed for the pup to sleep on during their stay, food and water dishes, organic dog biscuits baked in house, a souvenir dog toy, and a take home keepsake of the pup's pawprint. \$50; no additional pet fee when booking the VIP Pup package rate. www.viceroyhotelsandresorts.com/snowmass/offers/vip-pup

Limelight Hotel Snowmass Features ACES - Hidden Life Around Us Hike with Limelight Hotels and Audi

Guests of the Limelight Hotel Snowmass are invited to join the Aspen Center for Environmental Studies on a private tour with one of their naturalists in locations throughout the Roaring Fork Valley. The adventure provides education on the area's native trees, birds and animals. Together with Audi of America, the Limelight Hotel offers its guests the opportunity to access the trailheads by getting behind the wheel of one of the property's new Audi vehicles and enjoy the quattro® all-wheel drive technology. Cost: \$60/hour with a 2-hour minimum + \$55 for the beautiful hardcover book: ACES

Hidden Life Around Us which details all 422 species found in the Roaring Fork Valley. For more booking details visit www.aspennature.org/hire-guide.

New Restaurant Openings

Kenichi Comes to Snowmass Base Village in Late Summer 2021

Kenichi, a favorite Aspen restaurant that has been serving world-class sushi and pan-Asian cuisine for nearly three decades – is opening its third Roaring Fork Valley location in Snowmass Base Village. This latest addition to the SBV restaurant collection is planning to open its doors in late summer 2021, taking over the restaurant space that formerly housed Sake. kenichiaspen.com

New Restaurant Openings on the Horizon

Aurum Aspen Snowmass Comes to Snowmass Base Village in Late 2021

Ski town favorite Aurum is opening its third location, Aurum Aspen Snowmass, in Snowmass Base Village. Aurum opens in the space occupied by State 38 last summer and which is currently housing the Village Tasting Room, a pop-up for the 2020/2021 winter season. The restaurant, which has a proven track record with locations in Steamboat Springs and Breckenridge, intends to undergo a renovation this spring, with plans to open for the winter 2021/2022 ski season. Known for its carefully curated menus and top-tier hospitality, the Aurum restaurants are part of the Destination Hospitality Restaurant Group, a company that specializes in creating dining experiences in unique destination resort markets. Aurum Aspen Snowmass offers Seasonal New American Cuisine in an elegantly casual dining space. The menu features the restaurant's classic dishes, including the Parker House Rolls, Crispy Curried Cauliflower, Warm Chocolate Chip Cookies and the popular house-made pasta. www.aurumaspensnowmass.com

New Around Snowmass Village

The Collective Snowmass Summer Lineup

The Collective Snowmass: The Collective Snowmass, the hub for community activity in Snowmass Base Village, features a robust summer lineup of weekly programming. Programming includes yoga on the Rink by King Yoga on Tuesdays, Saturdays, and Sundays; chess club on Mondays; live music on Tuesdays and Saturdays; a comedy series on Wednesdays; bingo night on Thursdays; the Artisan Market on Fridays (July 2-August 27), and Movies Under the Stars on Saturdays (July 24-August 28). The Collective also features yard games, splash pads, fountains, weekly harvest dinners at Mix6, and pop-up events. This summer visit the new Selfie Den, located adjacent to the Game Lounge. www.TheCollectiveSnowmass.com

New Film Series & Outdoor Sculptures Debut at Anderson Ranch Arts Center

Anderson Ranch Arts Center, a premier destination for art making and critical dialog in the contemporary art world, launches a new film series in partnership with Aspen Film. Taking place on the third Wednesday of each June, July, and August at 7:00pm in Schermer Meeting Hall, the new series focuses on arts related films, with Q&A sessions following. The June movie is titled WASTELAND, and the Q&A session features the artist

of the film, Vik Muniz. All movies are open to the public, with advanced reservations required. In addition, this summer the Ranch is introducing 5-10 new sculptures to the highly popular outdoor sculpture exhibition, free and open to the public. Also new this summer, the traditional Recognition Dinner at the Hotel Jerome transforms into Recognition Week on the Anderson Ranch campus, featuring a series of events, July 12-16. Events include a Summer Series lecture from Simone Leigh, the 2021 International Artist Honoree, a Critical Dialog program, free public event and lecture by the Guerrilla Girls, a collaborative film night with Aspen Film, and more. www.andersonranch.org

Events Return to Snowmass for Summer 2021

Snowmass Tourism has announced their preliminary summer 2021 event lineup, featuring the return of many beloved summer traditions including the Snowmass Rodeo, JAS Aspen Snowmass Labor Day Experience, the Snowmass Balloon Festival, and the Snowmass Wine Festival. New offerings include the Snowmass Art Festival and several new bike focused events. For the full lineup, please visit www.gosnowmas.com/events and be sure to check back frequently for newly added events.

Getting to the Maroon Bells in Summer 2021

Often referred to as the most photographed peaks in North America, the Maroon Bells are an extraordinary destination not to be missed during a visit to Snowmass. Summer 2021 requires advanced reservations for the RFTA shuttle bus from Aspen Highlands (June 7 -October 17). Limited day-of tickets may be available. Shuttle tickets for summer 2021 are \$16 for adults and \$10 for seniors and kids 12 and under. Guests can also drive and park at the Maroon Bells with a parking reservation. When the shuttle service is operating, parking reservations are available for half-day, whole-day, or overnight. Parking reservations are \$10. New for summer 2021, private vehicles are allowed to drop off passengers between 6:00am and 8:00am without a parking reservation; however, visitors who are dropped off during this time will need a one-way ticket to ride the shuttle down to Aspen Highlands after 8:00am. Also new this summer, backpackers and hikers can get a shuttle ride down from Maroon Lake on the RFTA shuttle. Advance reservations are required for all one-way downhill travel and cost \$10. All reservations opened on April 12, 2021. www.gosnowmass.com/get-snowmass-village-maroon-bells/

New Direct Flight from Austin, TX

New for summer 2021, American Airlines operates a direct flight from Austin-Bergstrom International Airport (AUS) into Aspen Pitkin County Airport (ASE), joining other Texas direct flight options on both American and United airlines. The new Saturday seasonal service begins on June 5, 2021. The Aspen route is the first American Airlines nonstop air service between Aspen and Austin and joins other direct flight options to Aspen from Dallas (DFW) and Houston (IAH). www.aa.com

Stay & Play Longer in Snowmass With Extended Stay Hotel Specials **The Crestwood Condominiums**

The Crestwood Condominiums offers a 30% off discount when guests book 10+ nights this summer. For more information visit the [property website](#).

Laurelwood Condominiums

Laurelwood Condominiums offers a Stay Longer, Save More promotion this summer. Stay 7 nights, receive 10% off. Stay 14 nights, receive 20% off. Stay 30 nights or more, receive 30% off. Each cozy studio sleeps up to four people comfortably and features wood-burning fireplaces and full kitchens while offering the luxury of a slopeside location in Snowmass Village, CO. Call-ins only. Blackout dates, terms, and conditions may apply. For more information, visit the [property website](#).

Limelight Hotel Snowmass

Savor the beauty and splendor of Snowmass for a little longer with a great deal on deluxe (or higher) rooms with a 14-night stay at the Limelight Hotel Snowmass. For more information visit the [property website](#).

Destination Residences Snowmass

At Destination Residences Snowmass, settle in for long adventurous days, replenishing nights, and all the down time in between in the heart of one of the most beautiful mountain destinations in the country. Schedule a hike between meetings, après homeschool happy hours on the balcony, and work sessions while sightseeing on the Elk Camp Gondola. Special rates apply to stays of 14+ nights. For more information, visit the [property website](#).

Viceroy Snowmass

WFH has a new meaning at Viceroy Snowmass. Change up the work from home routine to work from hotel with the Viceroy Snowmass's luxury extended stay accommodations. Enjoy peace, solitude, and ample space to hold conference calls or tackle that next big project. With inspiring mountain views, high-speed wi-fi, and all the added luxury amenities, work and play in Snowmass with 1-2+ monthly extended stay rates. For more information, visit the [property website](#).

For summer photos of Snowmass Village, [click here](#). Please credit the photographer listed.

About Snowmass Village, Colorado – A renowned winter playground and vibrant summer community just 9 miles from Aspen, Snowmass consistently ranks as one of the best winter ski areas and summer mountain biking destinations in the world. Ski Magazine named Aspen Snowmass the #1 "resort of the year" in the West in 2020, and Snowmass, along with the rest of the Roaring Fork Valley, is the first IMBA (International Mountain Biking Association) Gold-Level Ride Center™ in Colorado, only the 5th in United States, and the 7th in the world. Snowmass offers guests incredible views of mountain vistas, in addition to 2.8 million adjacent acres of wilderness, open for activities and exploration. Snowmass is home to 30+ restaurants, 95 percent slopeside lodging, shopping, unique special events

and music – all year round. For more information and a complete calendar of events and activities, please visit www.gosnowmass.com.

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