

## SNOWMASS AWAKENS

Aspen's other mountain offers a breath of fresh air with myriad hotel and restaurant developments. | *By Tracy Milton* |



COURTESY OF THE VICEROY SNOWMASS RESORT. THE VICEROY SNOWMASS RESORT IS A REGISTERED TRADEMARK OF VICEROY HOTELS & RESORTS.

### Hip Hotels

**R**etail Companies recently closed on the acquisition of the Snowmass Base Village, including the **Viceroy Snowmass** ([viceroyhotelsandresorts.com](http://viceroyhotelsandresorts.com)), retail shops and various land parcels in the village. The hotel, which Retail Companies lost to foreclosure during the recession, is now back in the hands of the developer.

"We are thrilled to get

Base Village and the Viceroy Snowmass back," says Dwayne Romero, president of Retail Colorado. "It means forward progress in Base Village, and that's exciting for everyone. We have developed a world-class hotel in the Viceroy Snowmass that has been an unequivocal success."

The Viceroy Snowmass, which opened in 2009, features sleek modern design, an earthy spa and Eight K—the bar-restaurant with flavorful food

with a kick by Executive Chef Will Nolan, inspired by his New Orleans' roots. This winter, an offering of residences will be available for purchase inside the Viceroy, thereby allowing residents to enjoy full-time use of the hotel's amenities. While the hotel is known to cater to hipsters, Viceroy Hotels & Resorts is positioning it to welcome young families as well. Another improvement in Base Village includes a new ski area access point to alleviate

traffic jams at the Trebucher Kids' Adventure Center.

"We are looking at a variety of opportunities to add even more vitality to Base Village, and to ensure that it is a great experience for locals and visitors alike," Romero adds. "The Snowmass ski area is the second-largest winter resort in Colorado, and there will be about 200 new acres of gladed skiing on Basin Mountain this winter. For years, Snowmass has been widely acknowledged as one of the top family resorts in North America. The Viceroy Snowmass gives the town a new luxury hotel, which matches its superlative skiing and biking experience, and which attracts both families and individuals."

Formerly the Silvertree Hotel and Conference Center, the new 254-room **The Westin Snowmass Resort** ([westinsnowmass.com](http://westinsnowmass.com)) is the result of a multimillion-dollar transformation. Westin already has properties in other ski resorts, such as Beaver Creek and Whistler, British Columbia, and this hotel is a high-end addition to the brand's growing resort portfolio. It offers the full suite of Westin's signature programs and amenities—all designed to enhance the well-being of every guest.

**IT'S ALL ABOUT ACCESS!** The Mountain Collective ([themountaincollective.com](http://themountaincollective.com)) pass grants slope-side access to more than 16,000 acres and 104 lifts at Squaw Valley/Alpine Meadows, Alta, Aspen/Snowmass and Jackson Hole.



**REDEFINE** The Westin Snowmass Resort offers a chic, laid-back space by Snowmass Valley, CO.

Situated in the center of Snowmass Village, the hotel features room upgrades galore, such as the Westin Heavenly Bed (featuring 250-thread-count sheets, bellowed-down blankets, five plush pillows and a patented pillow-top mattress) and Heavenly Bath (an invigorating spa-like experience with exclusive white tea and bath amenities).

The hotel's new 237-seat Snowmass Kitchen restaurant is relaxed and friendly, with sprawling views of Snowmass, plus a seasonally inspired menu of contemporary American cuisine and local ingredients. In lobby bar is a reason to stay in the Village after dark, with live entertainment and Colorado microbrews on tap. There's also the divine spa, offering massage and body treatments; a WestinWORKOUT Center that overlooks the Snowmass Mall; and a fully renovated 26,000-square-foot conference center.

The Westin Snowmass also offers an on-site Kids Club. It even has ski-out access to Fanny Hill, so parents can check on their kiddos any time of day without leaving the mountain.

"Snowmass is a year-round destination, and the Westin Snowmass Resort enhances the experience people will have here," says John Carnow, general manager at Westin Snowmass Resort. "We have changed every surface, and guests will be blown away."

Another property that's making noise is **The Wildwood Snowmass** ([wildwoodhotels.com](http://wildwoodhotels.com)), formerly the Wildwood Lodge, which has been remodeled into a stylish boutique hotel—and with a lower price point than the Westin. With 151 guest rooms and six themed suites, including two presidential suites, this hip and cozy hotel (think vibrant spaces, colorful



**BE FRESH** before a hearty brew.

decor and current art work by the likes of Wayne White and lead-boy-of-art Tom Sachs) takes on a new persona with the combined ambience of a classic mountain lodge and a contemporary urban hotel.

Other updates include The Wildwood Carreen, a new 90-seat resto that replaces the previous Village Steakhouse; a transformed pool with new poolside snack shack; a slick fitness center featuring top-of-the-line equipment; and The Arize rec room with throwback video games and pinball machines. **B**

## Après-Ski Spots

There are more reasons than great skiing to zip to the top of the Elk Camp Goodole now that Aspen Skiing Company is renovating the former Café Suzanne into the new **Elk Camp Restaurant** ([elkcamprestaurant.com](http://elkcamprestaurant.com)). The \$15 million four-ft-by-Bascom-based firm OCF Architects—features organic comfort food that's locally sourced, when available (picnic healthy crusted chicken or wild mushroom pizza with foie gras cheese and white truffle oil), by Executive Chef Jim Butthart. A separate bar with a fireplace and a large terrace for alfresco dining offer sweeping views of Elk Camp and the Hanging Valley Wall.

Snowmass also gets a restaurant and bar from Colorado's notable New Belgium Brewing ([newbelgium.com](http://newbelgium.com)) at

**The Ranger Station**, located opposite by the new Westin. The interior design incorporates some of the same imagery as the brewery's Ranger IPA beer, including a park ranger theme, with a color scheme of green and brown, mixed with natural wool and a lodge mountain atmosphere. Jeri Platt, chef de cuisine of Westin's Snowmass Kitchen (and formerly of White Civic Biers at The Blue Canyon Club, Aspen Highlands), along with Patrick Wasserman, owner of The Ranger Station and president of Patches O'Haulhan, Inc., designed the look and dinner dishes.

Cheerios, such as Belgian ale chit is a rustic bread bowl, are paired to pair perfectly with New Belgium's signature craft beers and seasonal specialties. The Ranger Station will offer 11 New Belgium beers (16 on tap), including three of the brewery's Line of Faith series beers—the Super IPA, Pristly Passion Saison and La Folie.

Another New Belgium Brewing-themed bar, situated inside the Wildwood Snowmass, incorporates prominent New Belgium imagery and offers nearly 10 of the Fort Collins brewer's beers on tap, as well as plenty from other Colorado breweries. "Our goal in Snowmass is to increase what makes us tick as a brewery and to get unique craft beers into the hands of local fans," says Jeff Kutenbach, high mountain beer ranger at New Belgium Brewing. **—MM**