

WELCOME

[TO SNOWMASS VILLAGE, COLORADO]

With a name like Snowmass, you might think we're snowbound all year long. You may be picturing deep powder, magnificent Colorado snow-capped peaks, and perfect sledding days with the kids. You wouldn't be wrong, of course, but the winter scene is simply part of the Snowmass story.

Each spring Snowmass' namesake precipitation melts away to uncover a verdant landscape of adventure and rejuvenation. Surrounded by a spectacular wilderness area, Snowmass summer activities range from fly fishing and golf to mountainboarding, hot air ballooning, and hiking, to one of the best free music scenes in the state. While the first half of our name may refer to the winters, the second half also describes the summers. It's no coincidence that "mass" is synonymous with "magnitude" and "substance."

Steeped in ranching history, defined by its scenic mass, flanked by charming boutiques, restaurants, and

accommodations, this resort town offers more potential for mountain stories than ever before. We're celebrating more than ever as well. In 2008 several major festivals celebrate five year anniversaries. From foodie favorites to the venerable Snowmass Wellness Experience to acclaimed free outdoor concerts, 2008 offers something for everyone and the perfect excuse to "Take Five" in the mountains this summer.

So don't let the "snow" in our name throw you. We can assist with your summer stories and offer resources ranging from B-roll and a photo library to personalized familiarization trips and experiential media opportunities. If you don't find what you're looking for in these pages or on our website (www.snowmasspress.com), give us a call. We welcome the chance to share our massive year-round mountain appeal.


SNOWMASS
COLORADO



WHAT'S NEW

[IN SNOWMASS VILLAGE]

TAKE 5 IN SNOWMASS VILLAGE:

Multiple festivals celebrate five year anniversaries in 2008, including: St. Paddy's Day (March 17), Chili Pepper & Brew Fest (June 6-8), Massive Music (July 5 & August 2), The Snowmass Wellness Experience (August 16-17), and Oktoberfest (September 6). Drawing crowds by the thousands, these events and Snowmass' summers have come a long way in five short years.

NEW EVENTS

Here are three new reasons to head to Snowmass this summer: The Snowmassive Disc Golf Open (June 21-22) promises a weekend packed with PDGA-sanctioned on-mountain competition, while the Snowmass Gravity Enduro Race (August 23-24) pits riders against the slopes in five-hour downhill races. Celebrating fall in the mountains is the 12 Hours of Snowmass (September 14) that keeps riders pedaling the golden trails from dawn until dusk.

NEW FACILITIES

The award-winning and environmentally-friendly Snowmass Recreation Center more than doubles its state-of-the-art facilities. This 18,000-square-foot indoor facility will include the already completed Matrix cardio and weight room, a gymnasium with a full-size basketball and volleyball court, a 1,000-square-foot aerobics room, a climbing wall, and a bouldering cave. Outdoors, visitors will find four heated pools, four new tennis courts, a basketball court, two sand volleyball courts, and a new 10,000-square-foot concrete skate park by summer's end.

TREEHOUSE KIDS' ADVENTURE CENTER

The Treehouse Kids' Adventure Center is the new home of Snowmass' popular Camp Aspen/Snowmass and is like no other children's center in the mountains. In addition to offering day programs such as

mountainboarding and skateboarding, this unique 25,000-square-foot, nature-themed facility also offers childcare, afternoon and evening activities for the whole family and new drop-in programs for children ages three to eight in cooking, art, and science.

HEALTH & FITNESS

The Snowmass Club, home to an award-winning James Engh-designed golf course and voted seventh best ski hotel in the 2007 annual Condé Nast *Traveler* Reader's Poll, welcomes a new 1,000-square-foot Aspen Back & Body facility. This internationally renowned provider of wellness services offers customized programs in physical therapy, exercise, stretching, and deep tissue massage.

THE ARTS

Anderson Ranch Arts Center now offers over 140 summer classes for adults and children. This year's distinguished faculty includes Enrique Martinez Celaya, Holly Roberts, Laura McPhee, Robin Lasser and Richard Notkin. In addition to popular summer events such as the annual art auction, the center is collaborating on new programs with the Aspen Institute, Aspen Music Festival, and Aspen Film. Look for a retrospective exhibit on Anderson Ranch at the Aspen Art Museum opening October, 2008.

BASE VILLAGE

The first phase of Related WestPac's one billion dollar base village development in Snowmass opened in November 2007 with Aspen Skiing Company's Treehouse Kids' Adventure Center. Exciting new base village restaurants and shops will open for the summer 2008 season, including the Sweet Life, a family-oriented diner, ice cream shop (with 200 flavors of ice cream and cones made on site) and candy shop. New accommodations in base village include Hayden Lodge (opened January 2008), Capitol Peak Lodge A (opening spring 2008) and Capitol Peak Lodge B (slated to open summer 2008).

SUMMER EVENTS

JUNE

| | | |
|------------|---|---|
| 2 | ANDERSON RANCH ARTS CENTER | Summer workshops for adults and children begin at this renowned arts center. |
| 6-8 | 5TH ANNUAL CHILI PEPPER & BREW FEST | Invitational microbrew and International Chili Society-sanctioned chili competitions are paired with outstanding outdoor concerts including Dr. John & The Neville Brothers. |
| 14-15 | 2ND ANNUAL SNOWMASS LA SPORTIVA TRAIL RACE TRIFECTA | Weekend trail running competitions include a 5k run, hill climb, and half marathon on mountain trails for cash prizes. |
| 18-Aug. 20 | 36TH ANNUAL SNOWMASS RODEO | The oldest consecutively running community rodeo in the state, this popular family activity offers everything from mutton bustin' to bull riding, a barbecue, and a campfire. |
| 21-22 | NEW! SNOWMASSIVE DISC GOLF OPEN | This sanctioned PDGA tournament includes 54 on-mountain holes and a doubles best competition for cash and prizes. |
| 24-30 | OVER THE BARS WOMEN'S BIKE CAMP | A holistic camp designed to improve mental and physical performance for recreational female mountain bikers. |
| 26-Aug. 21 | SNOWMASS SUMMER OF FREE MUSIC SERIES | This weekly concert series offers "one of the best line-ups of free music in the nation"— <i>Los Angeles Times</i> |

JULY

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|-----------|--|---|
| 3-5 | MASSIVE MUSIC INDEPENDENCE CELEBRATION | A patriotic extravaganza highlighted with a free outdoor concert by a major national act. |
| 11-13 | 8TH ANNUAL BLAST THE MASS | The prestigious Mountain States Cup Series draws over 1,000 competitors for regional mountain bike championship titles. |
| 20-22 | SNOWMASS ANTIQUES FAIR | Forty nationally recognized antique dealers fill the Snowmass Mall with historic treasures and vintage gifts at this MC Presents event. |
| 31-Aug. 2 | 5TH ANNUAL SNOWMASS MASSIVE MUSIC | This immensely popular free mountain music weekend includes major national acts on the outdoor stage. |

AUGUST

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| 2-3 | MOUNTAIN MASTERPIECES ARTS FAIR | Over three dozen juried regional artists display wares ranging from affordable to extravagant. |
| 8-9 | 27TH ANNUAL SNOWMAGICAL FAMILY FUN FEST | A free weekend of magical family fun with some of the state's best magicians and family acts. |
| 9 | ANDERSON RANCH ART AUCTION | A highlight of the regional summer arts scene, this event auctions over 250 works of art and draws over 1,000 attendees. |
| 16-17 | 5TH ANNUAL SNOWMASS WELLNESS EXPERIENCE | Celebrating a balanced, healthy lifestyle, this special weekend draws top wellness experts for workshops, al fresco yoga and cooking classes, botanical walks and more. |
| 23-24 | NEW! SNOWMASS GRAVITY ENDURO RACE | Riders vie against gravity in this challenging timed ten hour downhill race that's kicked off by a special Gravity Concert. |
| 29-Sept. 1 | JAZZ ASPEN SNOWMASS LABOR DAY FESTIVAL | This perennial favorite draws massive crowds and major national headliners for magnificent outdoor and nightclub performances. |

SEPTEMBER

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| 6 | 5TH ANNUAL OKTOBERFEST PRESENTED BY BECK'S | This is a stein-clinking, kick-up-the-clogs fall harvest festival combining authentic German beer, music and cuisine with more modern elements. |
| 6 | 5TH ANNUAL ASPEN/SNOWMASS RIDE FOR THE CURE® | This 100-mile bike ride between Aspen and Snowmass benefits the Susan G. Komen Breast Cancer Foundation. |
| 12-14 | 33RD ANNUAL SNOWMASS BALLOON FESTIVAL | One of the highest-altitude balloon festivals in the country, this festival includes three days of colorful competitions and a spectacular nightglow. |
| 13 | SNOWMASS WINE & JAZZ FESTIVAL | Yin to The Aspen Food & Wine Classic's yang, this relaxed festival pairs food, wine, and jazz and includes a winemaker's dinner and auctions. |
| 14 | NEW! 12 HOURS OF SNOWMASS | This dawn-to-dusk mountain bike race benefits local youth organizations. |
| 27 | VASQUE GOLDENLEAF HALF MARATHON | Considered one of the most beautiful fall races in the nation, The Goldenleaf traverses from Snowmass to Aspen on scenic mountain trails at the height of foliage season. |

“Head to Snowmass for a guaranteed good time with the family.” —*Rocky Mountain Sports*, January 2007



BEAT THE HEAT

When summer heat waves hit the rest of the country, this mountain destination remains a blissfully temperate respite. At 8,500 feet in altitude, air conditioning is a gentle breeze coming over the ridge during a hike. The only things heating up are the wildflower colors and the hot music scene, while dipping your toes into a crystal clear stream brings refreshing new meaning to the words “ice water, please.”

REJUVENATION

Snowmass is home to a different kind of rejuvenation vacation because long-lasting renewal goes beyond a day at the spa. It’s an attitude shift that comes from spending time with those you love in a beautiful place that won’t drain your wallet. It’s the fresh air scented with sage and wildflowers, the glow of the mountains at sunset, the hike that leaves your legs trembling but your soul exhilarated. In Snowmass, rejuvenation happens naturally when visitors set aside their hectic lives and let mountain time take over.

FREE MUSIC MECCA

With the most sophisticated outdoor sound system in the mountains, Snowmass is a mecca for true music lovers, bringing distinguished acts such as John Hiatt, Nickel Creek, Derek Trucks, Shawn Colvin, WAR, Blind Boys of Alabama, Average White Band, and The Funk Brothers to audiences for free. The weekly concerts have been hailed by the *Los Angeles Times*

as the best in the nation. These events are programmed by Jazz Aspen Snowmass, the same venerable institution that brings over 30,000 people to Snowmass over Labor Day each year for concerts by performers such as Widespread Panic, Jack Johnson, Sheryl Crow, Willie Nelson, and John Legend.

FAMILY FUNDAMENTALS

Family vacations need to be as easy and stress free as possible and in Snowmass it’s simple for families to genuinely reconnect and forge new memories. With 95 percent of lodging right on the summer slopes and a remarkable free shuttle program, getting around town is a breeze. Free family activities such as campfire sing-a-longs and guided nature walks complement mountain resort fun including an authentic rodeo, horseback rides, trout fishing, children’s programs at the spectacular new Treehouse Kids’ Adventure Center, tennis, skateboarding, and art classes at Anderson Ranch. The Snowmagical Family Fun Fest (August 8-9) fills up the village with magicians and entertainers for free, non-stop family fun.



DESIGN YOUR OWN ADVENTURE

Imagine a mountain destination where nearly every conceivable outdoor adventure is at your fingertips without the hassle and crowds of typical mountain resorts. Step outside your door to immediately access miles of hiking, biking, and mountainboarding trails, terrain parks, skateboard parks and more. Try climbing a 14,000-foot peak or paragliding. Watery pursuits include unparalleled fly fishing, whitewater rafting, kayaking, or river sledging. Snowmass hosts nine mountain competitions this summer ranging from disc golf to mountain biking to trail running, all with amateur divisions.

MASSIVE MOUNTAIN BIKING

Snowmass is the only mountain in the Aspen/Snowmass area that offers lift-served trail access for mountain bikers. Boasting over 40 miles of uncrowded trails just within the town boundaries, it's also one of the only Colorado resorts to offer both alpine and high desert terrain. The alpine trails weave through immense aspen groves, and it's the closest you can get to the sensation of tree skiing while on a bike. Diverse single track, downhill and B.C.-style freeride trails are available. With easy connection to an extensive network of trails ranging from Aspen to Glenwood Springs, it's also the closest major mountain resort to Fruita and Moab.

FOR THE GUYS

Guys searching for the ultimate "mancation" need look no further than Snowmass. Just an hour after arrival they can be sampling some of the world's best fly fishing or flying down the spectacular Government Trail on a mountain bike. They can unwind with a round of golf either on the award-winning James Engh-designed Snowmass Club course or the two new 18-hole disc golf courses. Mountainboarding, paragliding, guided climbs, skate boarding, whitewater rafting, and more are available, as are dirtbike trails (such as Pearl Pass to Crested Butte) and long scenic drives on a rented Harley-Davidson.

FOR THE GIRLS

Whether they want to hang poolside or rip up the single track, girls need getaways just as much as the guys. Local spa services, whitewater rafting trips, sunset dinners, outdoor concerts, hiking, yoga, cooking and art classes ensure women can customize their vacations exactly the way they want. For a unique girlfriends getaway in the mountains, consider a trip to the Snowmass Wellness Experience (August 16-17) which offers on-mountain yoga classes, top wellness speakers like Marianne Williamson and Dr. Pamela Peeke, cooking demonstrations, and great sample goodies.

"The Snowmass Wellness Experience, in Snowmass Village, Colorado, has the most extensive list of alfresco activities [of mountain wellness festivals]." —*The New York Times*, August 2007



VACATION VALUE

For the price of one day's admission to Disneyland (approximately \$250), a family of four can find two days of Snowmass lodging and access to a myriad of activities that don't cost a cent, such as hiking, outdoor concerts, campfire sing-alongs, kids kraft classes, visits to historic mines, or guided nature hikes. Countless other activities can be enjoyed for under \$20: chairlift rides, bike rentals, rodeo tickets, recreation center passes, arts tours, and more. Almost every weekend of the summer boasts festivals with free access such as a children's festival, arts fairs, mountain biking competitions or a hot air balloon festival in the fall.

RETREAT FOR TWO

It takes just a few days away to rekindle and reconnect, and Snowmass offers the ideal combination of convenient access and remote mountain splendor. Whether on the golf course, on a horseback ride, hiking deep in a grove of aspens, or floating up high in a hot air balloon, couples can breathe, share, relax and rejoice in their time away together. The Snowmass Balloon Festival (September 12-14) offers the ultimate couples getaway. The senses will be romanced by colorful balloons, dazzling fall foliage, and the simultaneous Snowmass Wine & Jazz festival.

GOLF-AROUND

Seven courses are located within an hour's drive of Snowmass, making it an ideal destination for golfers seeking challenge, variety, and majestic views. The Snowmass Club Golf Course was voted "Best New Course" by *Colorado Golf Magazine*. This semi-private, James Engh-designed wonder offers infinite playing opportunities and stunning mountain vistas after 1:00 p.m. Additional courses are available nearby in Aspen, Carbondale, Glenwood Springs, Gypsum, and Newcastle. Did we mention that a golf ball flies further at 8,000 feet?

DAY TRIPPERS' DELIGHT

Snowmass Village is an ideal home base for exploring the immense riches of the Roaring Fork Valley. Prime fly fishing on the gold medal Fryingpan River, the largest man-made hot springs in the world, the stunning Maroon Bells and Independence Pass, the cultural delights of Aspen, and historic Marble and Redstone all are easily accessible day outings from Snowmass.



10 [COOL] THINGS YOU CAN DO IN SNOWMASS VILLAGE

[THAT YOU CAN'T DO ANYWHERE ELSE]

1

First thing you can do: Start off your summer with a spicy kick at the 5th annual Snowmass Chili Pepper & Brew Fest. Judge for yourself the world-class chili and prestigious summer ales, then check out the smoking hot music at this fiery summer opener featuring Dr. John and The Neville Brothers. All-inclusive party passes are no more than \$30.



2

Second thing you can do: Golf, hike, mountain bike, swim, or just plain relax in the shadow of a striped mountain. Mt. Daly's signature granite stripe is like no other mountain in the Rockies, so don't forget that camera.

3

Third thing you can do: Take a mountainboarding lesson. A what? Imagine a snowboard on wheels ripping down dirt trails and terrain parks. Snowmass is one of the few places in the nation to take lessons or rent gear for this hot young sport of dirt riding.



4

Fourth thing you can do: Get up close and personal with mother nature's ambassadors. Foxes at your window, elk greeting your shuttle, coyotes sauntering across the golf course. Think we're kidding? Pick up *Snowmass Village: Wild At Heart*, the 450-page color field guide and 2006 Colorado Book Award winner dedicated to all the plants and animals that you might glimpse on a visit. No other resort has such an outstanding resource for birders and nature lovers.

5

Fifth thing you can do: Fall in love with Snowmass by visiting September 12-14 when one of the highest altitude balloon festivals in the nation pairs with a wine & jazz festival for the ideal fall weekend getaway, a true feast for the senses.



6

Sixth thing you can do: Head out for 18 holes of on-mountain disc golf. When you're finished, repeat. Snowmass is the only mountain resort in Colorado to offer two completely different 18-hole on-mountain disc golf courses.

7

Seventh thing you can do: Get one-on-one at the Snowmass Wellness Experience with top wellness experts. Previous speakers have included Dan Millman, Dr. Pamela Peeke, Marianne Williamson, and Deepak Chopra. Intimate workshops, yoga classes, cooking demonstrations, botanical hikes and more are the norm and the rule at this unique mountain wellness celebration.



8

Eighth thing you can do: Grab a blanket and a picnic and head to Fanny Hill on Thursday nights or during Massive Music weekends for music the *Los Angeles Times* calls "one of the best free concert series line-ups in the nation." No other mountain resort offers the distinguished level of free music nor state-of-the-art outdoor venue as Snowmass all summer long.



9

Ninth thing you can do: Drop off the kids at the spectacular new Treehouse Kids' Adventure Center, where they can enjoy puppet theatres, a climbing gym, mine shack, fish tanks, arcade games, and programs such as mountainboarding, cooking classes, science classes, and more at this one-of-a-kind 25,000-square-foot facility.



10

Tenth thing you can do: Tour state-of-the-art artist studios and meet the distinguished faculty housed in the century-old ranch buildings at Anderson Ranch Arts Center. Break bread with artists at the center café or check out the free weekly lectures, tours, galleries, art auctions, and special events at this internationally respected institution.

10 [COOL] THINGS YOU MIGHT NOT KNOW ABOUT SNOWMASS VILLAGE

1
Snowmass is not in Aspen. We're friendly neighbors. Separated by only nine miles, no other duo in Colorado can match the skiing, mountain biking, music, adventure, wilderness access, and the diverse breadth of festivals and activities as this powerful Aspen/Snowmass combination.

2
Snowmass summers are just as vibrant as the winters. With a nonstop roster of western activities and festivals, the town has quickly become a popular destination especially for mountain adventures, mountain biking, and free music.

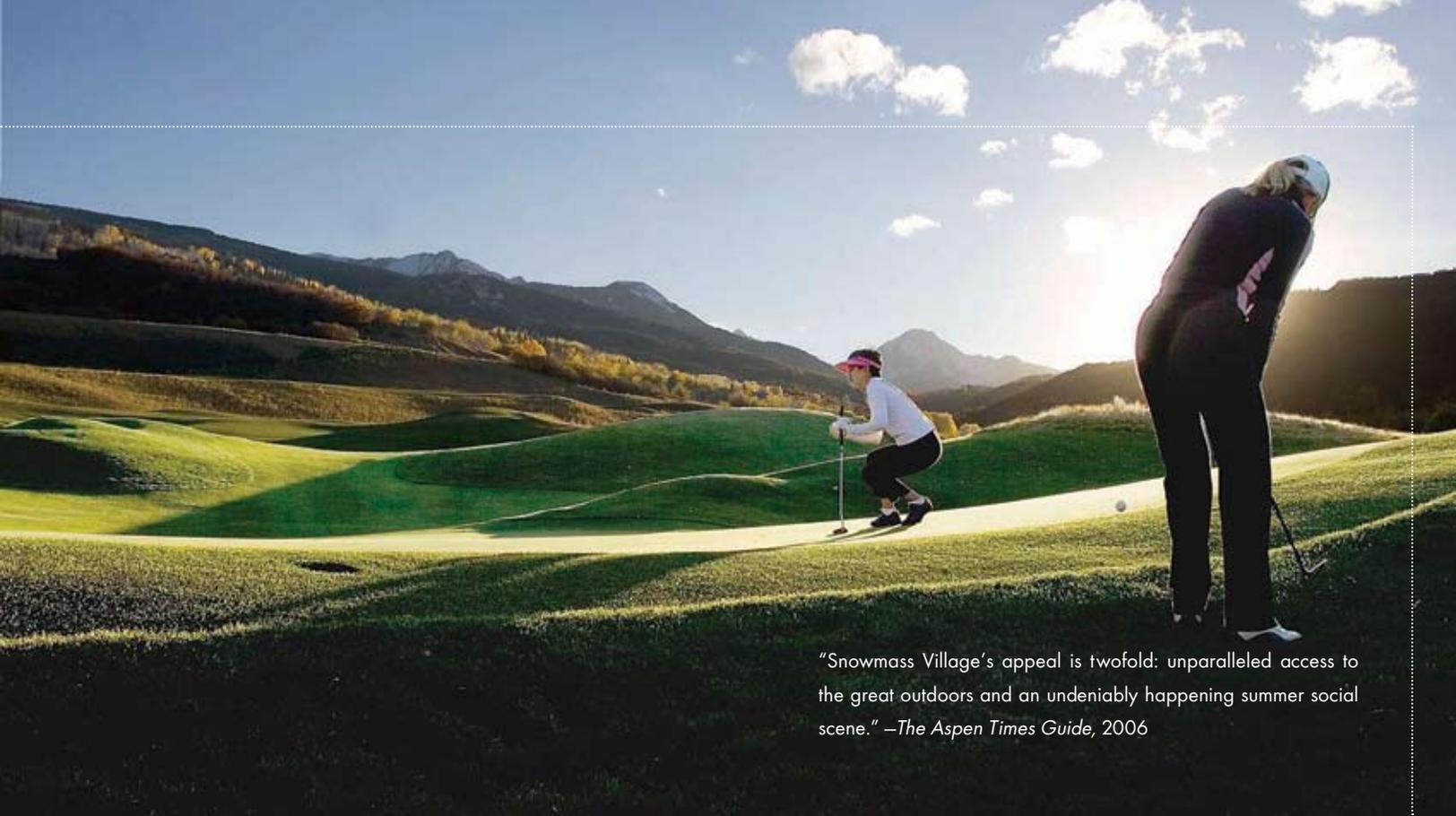
3
Snowmass Village is more than a mountain. Over 2,300 locals reside in the Brush Creek Valley, reveling in year-round amenities such as an award-winning golf and cross country course, an 18,000-square-foot recreation center, an internationally renowned arts center, hiking, biking, skiing, and more.

4
Snowmass caters to adventurers and romantics as well as families. Over 40 miles of summer trails plus sports like mountainboarding, paragliding, disc golf, and river sledging are ideal for adventurers. Sophisticated travelers can sample golf, hot air balloon rides, art classes, and fine cuisine.

5
Snowmass' Brush Creek Valley has been settled for over 100 years. Today historic structures adorn the landscape, including the 1890s Little Red School House (still used as a school) and the historic Anderson Ranch Arts Center. The Snowmass Rodeo, a western heritage museum, and Lynn Britt Cabin continue to preserve Snowmass' western heritage as well.

"Flying high above Snowmass Village just after sunrise—now that's perfection." —GoNomad.com, 2006





"Snowmass Village's appeal is twofold: unparalleled access to the great outdoors and an undeniably happening summer social scene." —*The Aspen Times Guide, 2006*

6

Snowmass has a distinguished and lively arts scene.

Anderson Ranch Arts Center brings in critically acclaimed artists year-round and offers over 140 summer classes, free weekly tours and lectures, and the chance to mingle with residents at the ranch café. Monthly auctionettes of art combined with an internationally-respected annual art auction in August make Anderson Ranch one of the hottest art scenes around.

7

Snowmass hosts high caliber music acts all summer long.

Snowmass is on the cutting edge of the mountain concert scene with a dynamic concert schedule and an unparalleled outdoor mountain venue. Crowds range from 3,000 for the free weekly concerts to 30,000 for Jazz Aspen Snowmass' Labor Day extravaganza.

8

Snowmass offers true value. Those with tight budgets can still have a memorable vacation in the mountains. Free festivals, concerts, kids activities, village shuttles, guided hikes, and more await. Summer lodging is a fraction of winter costs and located right on the slopes near the action. That's a vacation investment you can take to the bank.

9

Snowmass offers Massive Mountain Appeal.

The stats are staggering. Only six miles from the third busiest airport in Colorado, Snowmass has 40 miles of summer trails, includes the second largest ski mountain in Colorado, and is surrounded by one of the largest wilderness areas in the state. Visitors can be off a plane and out hiking in one of the most spectacular regions in the state within an hour of landing.

10

Snowmass boasts major new resort amenities.

Snowmass' unique mountain appeal is matched by recent enhancements that include a one billion dollar base village development, a new 18,000-square-foot recreation center, 65 million dollars in lodging renovations, new shops, restaurants and more. It's time to take a new look at Snowmass.



"The best right turn you'll make on the way to Aspen. The restaurants are just as good as Aspen and half the price."—*The Gabby Gourmet Show*, August 2007

SHOPPING

Over 30 shops fill Snowmass' core at the Snowmass Village Mall, the Snowmass Center, and at the new shops opening this year in base village. Don't miss Detha Mika's custom-designed hats made in the window of Gene Taylor Sports, the homemade preserves at Krabloonik, original artwork at the Anderson Ranch arts store, Gates of Heaven Honey made at Old Snowmass' St. Benedict's Monastery and sold at Grain Fine Foods, or the books by local authors (including a 2006 Colorado Book Award winner) at Snowmass Photo & Books. Opening in 2008 is *The Sweet Life*, a scrumptious new sweets store with 250 flavors of ice cream and indulgent sweets that would make Willy Wonka jealous. The legendary shopping scene of downtown Aspen is a short drive away as well.

DINING

Snowmass Village offers dining diversity ranging from unique finger foods to Asian to grand gourmet, while Aspen's celebrated restaurant scene is just nine miles away. A few Snowmass favorites worth a taste include:

The Sweet Life—NEW for 2008! Satisfy that sweet tooth at this sweets shop and family restaurant located in the landmark red barn in base village. With amenities such as an eight-top s'mores table, home made ice cream that you can watch being made and a complete menu of delicious comfort foods, this shop and restaurant create the ultimate indulgent experience.

The Mountain Dragon: Fresh sushi 2,000 miles from the nearest ocean? The mayor of Snowmass Village and owner of the Mountain Dragon stakes both his culinary fame and his political reputation on it.

The Artisan Handcrafted Cuisine: Taking its title seriously, everything from the chairs to the dessert cookies are painstakingly handcrafted with the utmost care and the freshest local ingredients. Try the vegetarian "Fates Plate" or put yourself in the chef's hands for "Random Bazaar Inspirations."

Al Fresco: A favorite summer weekly pastime combines picnics with the free weekly concerts. Grab gourmet take-out from the café Fuel, fresh bread from Spencer's, picnic necessities from Grain Fine Foods, sandwiches from Goodfellow's, or barbecue from either the Big Hoss Grill or the Black Saddle Bar & Grille and head out to Fanny Hill for a perfect summer evening.

Warm-Us-Up Faves: Those looking for the warmth of a great bowl of soup need go no further than two local favorites: The Stew Pot and Krabloonik. The Stew Pot offers a diverse menu of sandwiches and soups (try the old-fashioned beef stew), while Krabloonik is renowned for its wild mushroom soup and homemade breads.

MEETINGS & GROUPS

Corporations, incentive groups, association meetings, and social gatherings can utilize the Group Sales Department of the Town of Snowmass Village to help plan their event (www.snowmassgroups.com, 800.598.2006). Services include assisting a meeting planner with RFPs and site selection, providing information on transportation, hotel and condominium lodging, and meeting and event space. Snowmass also offers an in-house expert destination wedding planner, 37,000 square feet of flexible meeting space including an 11,000-square-foot ballroom, creative banquet and outdoor mountain venues, and catering options. Additional meeting space will be available in the new base village in 2008.

WINTER STORIES

THE RENAISSANCE OF SNOWMASS

Already one of North America's premier resorts, Snowmass is undergoing a renaissance. The first phase of the one billion dollar base village development opened in 2007 with the Aspen Skiing Company's Treehouse Kids' Adventure Center. Additional conference space, new shops and restaurants, The Viceroy Hotel, The Little Nell at Snowmass, and 359 condominiums are all being built in this 21-acre development at the base of the slopes. Additionally, Snowmass lodges have spent over 65 million dollars in lodging renovations while town improvements total over 30 million dollars including a new 18,000-square-foot recreation center, outdoor amenities such as public pools, tennis, basketball and volleyball courts, and a 10,000-square-foot skateboard park.

THE MOUNTAIN

The renaissance is as much on the slopes as off. In recent years, Snowmass has added the Elk Camp Gondola and the Village Express six-passenger lift to move skiers and boarders up the mountain faster than ever. Terrain park and lift improvements, the new Treehouse Kids' Adventure Center, the new on-mountain teaching area at Elk Camp, and two forthcoming new restaurants offer additional reasons to check out Snowmass. Lift tickets are good on all four Aspen/Snowmass mountains at no extra cost, and kids six and under always ski free.

THE HOLIDAYS

During the December holidays, pick up artwork at the annual Anderson Ranch holiday open house, participate in a torchlight parade down the slopes, and enjoy fireworks, concerts, caroling, and Santa sightings. Snowmass hosts seasonal fêtes in January as part of Wintersköl, in February for one of the biggest Mardi Gras parties in the mountains, and in March for St. Paddy's Day. Each unique celebration is packed with authentic holiday fun, special mountain traditions, and free music.

LODGING

Ninety-five percent of the lodging in Snowmass is ski-in/ski-out, and we don't mean you'll walk five blocks in ski boots. Lodges have spent over 65 million dollars in the past three years on renovations ranging from new conference space to heated sidewalks to complete room remodels. Most properties offer free airport shuttles as well.

OFF- MOUNTAIN ACTIVITIES

Not a skier? Not a worry. There's plenty to do off the slopes, including snowshoe and snowmobile tours, dogsled rides, free Nordic skiing, or winter paragliding. Romantics may want to cozy up in a hot air balloon at 10,000 feet or tour the renowned Anderson Ranch Arts Center. Families will love the new Snowmass Recreation Center and après-ski activities at the Treehouse Kids' Adventure Center. Free year-round kids' activities such as campfire sing-a-longs and Kids Krafts workshops abound. Over 30 boutique shops await throughout Snowmass, while historic downtown Aspen is only nine miles away.

SNOWMASS GOES GREEN

Aspen/Snowmass continues to pave the way with first-in-the-industry environmental initiatives including the 2006 landmark purchase of renewable energy wind certificates to offset 100% of the Aspen Skiing Company's electricity. In Snowmass, you'll additionally find one of the best free shuttle systems in the nation (rendering cars unnecessary), two micro-hydroelectric plants, LEED certified buildings, biodiesel snowcats, the state's first wind-powered lift, an award-winning solar heated and energy efficient recreation center, major environmental initiatives throughout the new base village development, and more signs of Snowmass' commitment to the environment.



"Snowmass is the mountain of all mountains."—
Savvy Magazine, 2006

SMV 01



Anderson Ranch Arts Center
This internationally-renowned arts center is housed in a century-old ranch.

PHOTOGRAPHER: JEREMY SWANSON

SMV 02



Snowmass Recreation Center
This new facility has pools, a cardio room, bouldering walls, tennis, skateboarding and more.

PHOTOGRAPHER: BRAD KREHBIEL

SMV 03



Treehouse Kids' Adventure Center
This unique children's center is 25,000 square feet of family fun.

PHOTOGRAPHER: JEREMY SWANSON

SMV 04



5th Chili Pepper & Brew Fest
The Chili Pepper & Brew Fest kicks off a summer of distinguished music.

PHOTOGRAPHER: BRAD KREHBIEL

SMV 05



5th Snowmass Wellness Experience
This venerable event emphasizes healthy living with yoga, workshops, cooking demonstrations and more.

PHOTOGRAPHER: BRAD KREHBIEL

SMV 06



Snowmass Balloon Festival
Snowmass hosts one of the highest hot air balloon festivals in the nation.

PHOTOGRAPHER: BRAD KREHBIEL

SMV 07



Snowmass Scenic
Snowmass is surrounded by the Maroon Bells-Snowmass Wilderness, the fourth largest wilderness area in the state with over 100 miles of trails.

PHOTOGRAPHER: BEIGE JONES

SMV 08



Hiking
Snowmass offers easy access to over 40 miles of scenic trails just within the town limits.

PHOTOGRAPHER: BEIGE JONES

SMV 09



Snowmass Golf
The Snowmass Club's semi-private course was designed by James Engh.

PHOTOGRAPHER: BEIGE JONES

SMV 10



Mountainboarding
Snowmass is one of the few places in the nation to try mountainboarding.

PHOTOGRAPHER: BEIGE JONES

SMV 11



Snowmagical Family Fun Fest
This weekend festival draws some of the state's best magicians and family performers to town.

PHOTOGRAPHER: BEIGE JONES

SMV 12



Snowmass Rodeo
The oldest continuously running community rodeo in the state includes mutton bustin', bull riding, and barbecue.

PHOTOGRAPHER: BEIGE JONES

SMV 13



Snowmass Village Mall

The pedestrian-friendly Mall is home to dozens of shops and restaurants.

PHOTOGRAPHER: BEIGE JONES

SMV 14



Snowmass in the Fall

Snowmass is a fiery landscape of golden aspens and harvest festivities in September.

PHOTOGRAPHER: BEIGE JONES

SMV 15



JAS Labor Day Festival

This festival draws crowds of 30,000 to town for exceptional mountain music.

PHOTOGRAPHER: BEIGE JONES

SMV 16



Annual Oktoberfest

Brews, strudel, and old world spirit are highlights of this fall favorite.

PHOTOGRAPHER: BEIGE JONES

SMV 17



Mountain Biking

Lift-served B.C.-style freeride, downhill, and single track trails await.

PHOTOGRAPHER: BEIGE JONES

SMV 18



Family Fun

Free Snowmass family activities include guided nature hikes.

PHOTOGRAPHER: BEIGE JONES

SMV 19



Mt. Daly

Snowmass' signature peak is easily recognizable by its unusual granite stripe.

PHOTOGRAPHER: BEIGE JONES

SMV 20



Horseback Riding

Explore this high alpine landscape by horse, jeep, foot or bike.

PHOTOGRAPHER: BEIGE JONES

SMV 21



Flyfishing

Some of the world's best flyfishing is just minutes away.

PHOTOGRAPHER: MATT POWER

SMV 22



Snowmass Balloon Festival

The Balloon Glow is a highlight of this popular fall festival.

PHOTOGRAPHER: MATT POWER

SMV 23



Wildflowers

Snowmass' slopes are awash in wildflowers each August.

PHOTOGRAPHER: BEIGE JONES

SMV 24



Campfire Activities

Kids gather around the fire for S'mores, singing, and storytelling in free weekly activities.

PHOTOGRAPHER: BEIGE JONES

TOURISM FACTS & FIGURES

| | |
|-------------------------------|---|
| SUMMER SEASON: | June through September |
| WINTER SEASON: | Thanksgiving through mid-April |
| RESTAURANTS: | 20-28 seasonally |
| SHOPS & BOUTIQUES: | 30 |
| TOWN ALTITUDE: | 8,100 feet (2,469 meters) |
| POPULATION: | Approximately 2,300 |
| TOWN SIZE: | 25.57 square miles |
| MOUNTAIN TERRAIN: | 3,128 acres ski area 47 miles downhill trails 43 miles of Nordic ski trails Over 40 miles of summer trails |
| ON-MOUNTAIN FEATURES: | Winter: Three terrain parks including a superpipe Summer: Five-acre terrain park, B.C.-style freeride and downhill trails, disc golf |

SUMMER ACTIVITIES

Festivals, free outdoor concerts, chairlift ride, biking, hiking, mountainboarding, disc golf, kids camps, Treehouse Kids' Adventure Center, fly fishing, golf, rafting, free Kids' Krafts classes, free sing-a-longs, free storytelling, nightlife, shopping, dining, rodeo, golf, tennis, spa, sunset dinners, Snowmass Recreation Center, Anderson Ranch Arts Center classes, free tours and free lectures, free guided hikes and walks, jeeping, horseback riding, on-mountain barbecues, hot air ballooning, paragliding, rock climbing, river sledging, skateboard park, baseball, basketball, soccer, tennis, volleyball, playgrounds, and more. Aspen is only nine miles away.

WINTER ACTIVITIES:

Downhill and Nordic skiing, snowboarding, free kids' activities such as Kids Krafts classes, campfire sing-a-longs and storytelling activities, free mountain tours, free First Tracks program, nightlife, shopping, dining, guided snowshoe and dogsled tours, snowmobiling, free nature tours and programs, winter hot air ballooning and paragliding, back country tours, spa, snowcat dinner rides, free Snowmass Village Shuttle, NASTAR, sledding, après-ski, bar magic, Snowmass Recreation Center, Treehouse Kids' Adventure Center, Anderson Ranch Arts Center free tours and lectures. Aspen is only nine miles away.



GENERAL INFORMATION

HISTORY

Long before skiers discovered the Brush Creek Valley, Ute Indians hunted, fished, and gathered food here. By the early 1900s the valley had been settled as a ranching community. Olympic skier Bill Janss envisioned a European-style village and ski area on its slopes. Snowmass opened in 1967. The Town of Snowmass Village was incorporated a decade later.

LOCATION

Snowmass Village is a pedestrian-friendly town located in the Brush Creek Valley and in the heart of the Elk Mountains, which is home to the millions of acres of the Snowmass Maroon Bells Wilderness Area. Snowmass is only nine miles from Aspen, 45 minutes from Glenwood Springs, and a scenic 3½-hour drive from Denver either via Interstate 70 or over Independence Pass from Leadville (summer only).

LODGING

Over 38 properties, 5,300 beds; 95% of lodging is ski-in/ski-out, bike-in/bike-out. Over 13,000 total beds within 10 miles (16 km) (including Aspen and Snowmass). The Silvertree Hotel and The Mountain Chalet offer pet-friendly accommodations.

HOW TO GET AROUND

AIRLINE ACCESS

Snowmass is conveniently located between four regional airports: Aspen/Pitkin County (ASE), Eagle (EGE), Grand Junction (GJT) and Denver (DIA). ASE is served by United, Delta, and US Airways. Visit www.snowmasspress.com for news on new summer flights.

GROUND TRANSPORTATION

Car Rental: Alamo, Avis, Budget, Dollar, Enterprise, and Hertz have rental agencies at the Aspen/Pitkin County Airport (www.aspenairport.com).

Shuttle & Taxi: Colorado Mountain Express: Denver, Eagle and local shuttle service, (800.525.6363). High Mountain Taxi: local taxi service, (970.925.TAXI). Many hotels have free airport shuttles.

Train: Amtrak's scenic Zephyr service stops just 40 miles from Snowmass (buses & taxis are available from there). 1.800.USA.RAIL or www.amtrak.com.

Public Transportation: Free Village Shuttles reach all key commercial areas in Snowmass Village (970.923.3500 for call-in service, 970.923.2543 for route information). RFTA buses to Aspen and down valley run regularly for a small fee. (970.925.8484).

Parking: Free parking is available in the lots adjacent to the main mall area and at the Rodeo parking lot.

