

VICEROY

SNOWMASS

VICEROY SNOWMASS COMPLETES EXTENSIVE RENOVATION

*Re-stylized Guestrooms, Enhanced Pool Deck and New Ski-In/Ski-Out Bar
All Part of Expansive Property Refresh*

Snowmass Village, CO (October 28, 2019) – [Viceroy Snowmass](#), the award-winning luxury resort located in Snowmass Village, has completed an extensive re-imagining of its standout features, including completely upgraded guestrooms, elevated food and drink offerings, and enhanced wellness spaces.

“Our vision of a fresh new Viceroy Snowmass is finally a reality and we couldn’t be more excited to share it with our guests,” said Robert Purdy, general manager of Viceroy Snowmass. “The stylish and modern new design will make an impression while the classic feel our guests know us for remains — it’s all part of our status as Snowmass’s premier resort.”

Inspiring New Guestrooms

The doors are now open to Viceroy Snowmass’s 168 newly renovated guestrooms. Through the vision of interior designer Anna Lambiotte, principle and lead designer of Studio Lambiotte, the chic refresh has re-awakened all guest spaces with new carpets, furniture, lighting, bedding and décor, bathrooms, specially commissioned artwork, and other elements of style.

“It’s been a wonderful experience to help guide the hotel into its next phase,” said Lambiotte, a longtime Snowmass resident. “Our goal was to make the guestrooms feel like high-end mountain residences, while maintaining that sophisticated and timeless flair for which the Viceroy brand is known.”

Expanded Bar & Culinary Scene

Furthering the resort’s reputation as a compelling indoor/outdoor destination, a new open-air bar has opened adjacent to the outdoor pool and directly on the slopes of Snowmass. It’s an extension of the hotel’s existing restaurant, **NEST**, and is open to the public. A scene unto itself, the bar features a menu of local beers, carefully crafted cocktails, house-made juices, and an entirely new, exclusive food menu. Guests will also enjoy catching the big game on the two 55-inch televisions — a perfect diversion between runs on the hill during ski season or rides on the trails in the warmer months.

Viceroy Snowmass also recently added **TORO Kitchen & Lounge**, featuring pan-Latin-inspired dishes from acclaimed chef and restaurateur Richard Sandoval. From steaks to fish, every dish is crafted from the finest and freshest ingredients available. Whenever possible, TORO sources

organic, sustainable and grass-fed products locally from Colorado. The ambiance also allows one to embrace the setting: an outdoor terrace with firepits, lounge areas and tables for al-fresco dining have sensational mountain views.

For that quick caffeine kick or light bite, the resort has updated **Café V**. This one-stop shop offers hot and cold drinks, from soy cappuccinos to cold-brew coffee, as well as hot cocoa and teas. Also tempting: in-house pastries, seasonal breads and *mignardises*, as well as artisan sandwiches like prosciutto and mozzarella paninis.

Rocky Mountain-Style Wellness

An expanded and elevated al fresco pool experience is designed for relaxation and wellness. Unwinding comes easy in and around the temperature-controlled outdoor pool and hot tubs, where guests can take in the Snowmass landscape. The pool deck now entices with two new soaking tubs and an open invitation to luxuriate after a long day of skiing; jets are specifically designed to focus on the calves, quads and lower back. The two spa pools can comfortably accommodate up to 24 guests each, treating them to a completely sensory experience thanks to waterfall walls and infinity edges.

Bringing individual wellness full circle is a comprehensive fitness center located on the resort's third floor. It's home to the latest cardio and strength equipment, including a fleet of Peloton bikes. Guests also find balance in a dedicated yoga studio, offering classes intended to nourish the body, mind and soul.

A Warm, Stunning Welcome

The flicker of a 15-foot-tall open-flame fireplace greets guests upon arrival in the new lobby, offering a true living-room feel. A one-of-a-kind commissioned piece of mixed-media artwork from Anderson Ranch artist Teresa Booth Brown draws the eye, evoking a sense of landscape with layers of texture, type and color.

ABOUT VICEROY SNOWMASS

Viceroy Snowmass is an award-winning luxury resort hotel and residences located at the base of one of the world's finest ski mountains. Only minutes from downtown Aspen in the heart of Snowmass Base Village, the sophistication and sense of place that distinguish Viceroy destinations from California to Dubai perfectly blend with the Colorado high country. For couples, families and friends, Viceroy Snowmass offers ski-in/ski-out residences complemented by imaginative dining and lounging, a Ute-inspired wellness spa, and a year-round pool terrace and café — an ideal setting for an Aspen/Snowmass vacation during any season.

Viceroy Snowmass was awarded LEED™ Gold Certification for sustainable design, construction and overall environmental stewardship. For more information, visit

<http://Viceroyhotelsandresorts.com/Snowmass>. Follow Viceroy Snowmass at [facebook.com/viceroySnowmass](https://www.facebook.com/viceroySnowmass) and on Instagram and Twitter @viceroySnowmass.

ABOUT VICEROY HOTEL GROUP

Viceroy Hotels & Resorts inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Los Cabos, Chicago, Dubai, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Serbia, Algarve and Panama. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations which includes Santa Monica and the forthcoming Washington D.C. location. The Viceroy Urban Retreats in San Francisco and upcoming D.C. location have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.

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