

VICEROY

SNOWMASS

VICEROY SNOWMASS OPENS NEWLY RENOVATED OUTDOOR POOL, BAR & SPA

Snowmass Village, CO (Oct. 1, 2018) – Just in time for ski season, Viceroy Snowmass, an award-winning hotel with an enviable slope side location has completed a multi-million dollar renovation — in all, the project includes an entirely new ski-in/ski-out bar, an update to perennial favorite Nest pool bar, and an addition of almost 400 square feet of outdoor space (a 65 percent increase).

“With our premier slope side location on Snowmass Ski Mountain, it’s our goal to make the mountain experience as seamless as possible for our guests,” said Robert Purdy, general manager of Viceroy Snowmass. “Our newly renovated outdoor spaces recapture the beauty of being in the mountains while providing luxury touches our hotel is known for.”

The renovation notably includes a new open-air bar adjacent to the outdoor pool, and located directly on the slopes of Snowmass at Assay Hill — an extension of the hotel’s existing restaurant, Nest. Open to the public, this new bar offers a menu of local beers, carefully crafted cocktails, house-made juices, and an entirely new, exclusive food menu. The bar also has two 55-inch televisions to catch the big game between runs on the hill.

The spa includes three new soaking tubs, which accommodate both recreation and rejuvenation after a long day of skiing with jets specifically designed to focus on calves, quads and the lower back. The two newest spas can comfortably accommodate up to 24 guests each and feature a waterfall wall and two infinity edges to further activate the senses with the relaxing sounds of trickling water.

In addition to the newly opened outdoor spaces, Viceroy Snowmass recently completed additional enhancements to the hotel’s main public areas; including: a new restaurant, TORO Kitchen & Lounge, from acclaimed Chef-Restaurateur, Richard Sandoval; a new lobby with a coffee and pastry shop, Café V; a state-of-the-art fitness center; and a new yoga studio.

ABOUT VICEROY SNOWMASS

Viceroy Snowmass is an award-winning luxury resort hotel located only minutes from downtown Aspen at the base of one of the world's finest ski mountains. Viceroy Snowmass offers ski-in/ski-out hotel guest rooms and residences complemented by unmatched amenities, Ute-inspired spa and imaginative dining options. Just in time for the 2018 - 2019 ski season, Viceroy Snowmass has completed a multi-million dollar renovation, which includes the addition of an entirely new ski-in/ski-out bar, a new restaurant, lobby enhancements with a coffee and pastry shop, new state-of-the-art fitness center and a new yoga studio as well as the outdoor pool and spas. From skiing and snowboarding to hiking, horseback riding and fly-fishing, Viceroy Snowmass offers year-round opportunities for adventure, making it the ideal setting for a Rocky Mountain vacation during every season.

Viceroy Snowmass was awarded LEED™ Gold Certification for sustainable design, construction and overall environmental stewardship. Follow Viceroy Snowmass on [Facebook](#), [Twitter](#) and [Instagram](#) at @viceroySnowmass. For more information, visit www.viceroyhotelsandresorts.com/snowmass.

ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group 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 Algarve, Buenos Aires, Panama, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Viceroy Urban Retreats in San Francisco 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 500 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.

###