



VICEROY SNOWMASS NAMED BEST SKI HOTEL IN THE 2018 USA TODAY 10BEST READERS' CHOICE AWARDS

Fresh off multi-million dollar renovations and with early-season snowpack at an all-time high, Viceroy Snowmass continues its reign as a top ski resort in the nation.

Snowmass Village, Colo. (Dec. 7, 2018) – [Viceroy Snowmass](#), the luxury resort located in Snowmass Village, is pleased to announce it has been recognized as the number one ski hotel by [USA TODAY 10Best Readers' Choice](#). The 20 nominees in this category were selected by a panel of ski and snowboarding experts as the best mountain accommodations from around the country and then voted on by USA TODAY readers.

"We couldn't be prouder to be singled out as the best ski hotel in USA TODAY 10Best Reader's Choice awards this year," said Robert Purdy, general manager of the Viceroy Snowmass. "With our early season snowpack at the highest levels it's ever been, there is even more reason to visit us and experience why we won this award."

[10Best.com](#) provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world. The core of the site's uniqueness is its team of local travel experts: a well-traveled and well-educated group who are not only experts in their fields – and their areas – but also discriminating in their tastes. These local experts live in the area they write about so the content is constantly updated. USA Today's 10Best averages five million visitors per month.

For couples, families and friends, Viceroy Snowmass combines ski-in, ski-out location with luxury resort lodging, complemented by imaginative dining and lounging, a [Ute Indian-inspired wellness spa](#), and a year-round pool terrace and café. Viceroy Snowmass' backyard, Snowmass Mountain, is best known for its massive terrain and family-friendly activities and has long been rated one of the best ski areas in North America. At 4,406 vertical feet (14,098 feet in elevation) Snowmass has 3,332 acres of terrain, 94 trails, 20 chairlifts, and access to your choice of cruisers, glades, steeps, terrain parks, and half pipes.

New this winter, Viceroy Snowmass recently completed multi-million dollar renovations, including a new ski-in, ski-out bar at slopeside restaurant [NEST](#); a new restaurant, [TORO Kitchen & Lounge](#), from acclaimed Chef-Restaurateur, Richard Sandoval; lobby enhancements with a gourmet coffee and pastry shop, [Café V](#); a state-of-the-art [fitness center](#); pool and jacuzzi spa renovations adding two additional spa pools; and a new yoga studio. In addition, the hotel is offering unique winter packages that take guests above and beyond the usual Snowmass experience. Examples include "Fly Me to the Moon," which takes guests high above the mountains via private plane; "Elope on the Slopes," a ski-in/ski-out weddings package; "Winefulness" a tongue-and-cheek offering replacing the current mindfulness craze with wine; and "Powder Day Treat," which involves a surprise and delight gourmet snack if it snows 12 or more inches overnight. All experiences are bookable by calling the concierge: 1-970-923-8000.

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 HOTELS & RESORTS

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 Algarve and Panama. 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 Hotels & Resorts 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 Hotels & Resorts at www.facebook.com/ViceroyHotelsAndResorts/ and on Instagram and Twitter @viceroyhotels.

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