Aspen Mountain  Aspen Highlands  Buttermilk  Snowmass
As Walter Paepcke said, Aspen has almost everything…“It had fishing, climbing, skiing. Aspen had so much to add to leisure, to the renewal of the inner spirit. It was the perfect setting for music, art, education…all the things that make life worth living.”

It only takes one thing, as Paepcke said in founding the Aspen Institute. He wanted a place dedicated to “fostering enlightened leadership, the appreciation of timeless ideas and values, and open-minded dialogue on contemporary issues.”
HUMANITY + EXCELLENCE
SUSTAINABILITY + PASSION

ASPEN SNOWMASS
Customer Research

Net Promoter Score 13/14
ASC vs. Other Resorts

ASC = TOP 4 AMONGST COMPETITION, Top 4 out of 6 Overall

- Red is Aspen Skiing Company
- Orange is our comp set: Whistler Blackcomb, Beaver Creek, Heavenly, Breckenridge, Steamboat, Crested Butte, Telluride, Vail, Deer Valley, Park City, Keystone, Jackson Hole
- Blue is other industry
WHAT’S NEW
New Gladed Terrain

Lucky Find/Lucky Strike (18 Acres) 
Deep Temeurity Lift
New Children’s Center at Buttermilk
Burnt Mountain Egress Trail Cleared
New Tubing Hill – Elk Camp, Snowmass
Snowmass Base Village

- Viceroys Hotel
- Proposed Limelight Hotel
- Snowmass Gondola
- Treehouse Kids Center
- Proposed Four Mountain Sports

Legend
TLN Suites and LLL Room Renovations

THE LITTLE NELL SUITES REMODEL

LIMELIGHT HOTEL
ROOM RENOVATIONS
Future Capital Projects

SUMMER ACTIVITIES AND MOUNTAIN IMPROVEMENTS

HIGH ALPINE “POD” LIFT, SNOWMAKING, RESTAURANT UPGRADES
Sustainability

- Coal Mine Methane Power Plant
- Cradle to Career Mobile Pre-School
- LEED Certified Elk Camp Restaurant
Mind Body Spirit

Three part webisode series.

(Click image above to play video in browser.)
THANK YOU FOR WORKING TOGETHER FOR A GREAT SEASON