

MODERN LUXURY

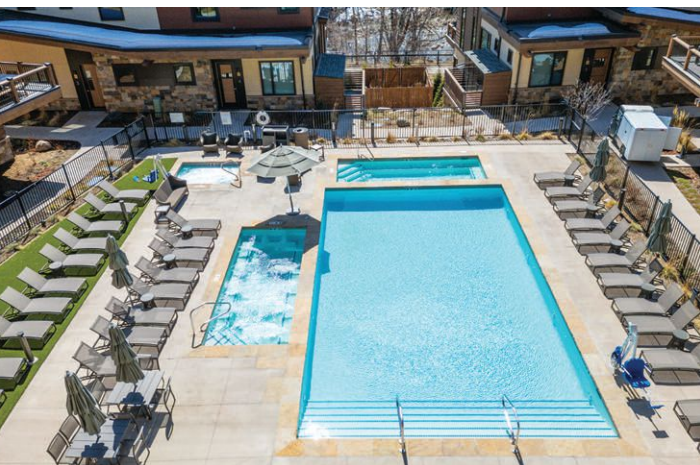
PEAK



ASPEN-SNOWMASS BOULDER BEAVER CREEK BRECKENRIDGE CRESTED BUTTE DENVER STEAMBOAT TELLURIDE VAIL

In Pursuit

A new bespoke concierge service is redefining luxury travel by connecting guests with local experts to craft tailored itineraries, from guided Jeep tours to llama treks.
by HELEN OLSSON



From top: Peak Pursuits' local experts can chart out a Jeep tour through the Rockies; East West's One Riverfront townhomes in Avon are set along the Eagle River, with access to an expansive terrace, outdoor pool, spa pools and a rooftop bar.

The concierge has long been a hallmark of upscale hotels, but Peak Pursuits—a personalized adventure-planning service from East West Hospitality (eastwest.com)—is elevating the concept with local know-how in Beaver Creek, Vail, Snowmass and Aspen, as well as in Tahoe, California. The Peak Pursuits service connects guests with local experts who design customized itineraries based on individual preferences, from adrenaline-fueled escapades to cultural deep dives to wellness retreats. Depending on a guest's dream vacation, experts might suggest a high-octane whitewater raft trip on the Brown River or a hike with llamas, complete with an alfresco wine and cheese pairing. Avid cyclists

can choose an e-bike tour over Vail Pass or a full-throttle guided downhill mountain-bike adventure at the IMBA gold level Snowmass Bike Park. And for the gourmand, they can help you find a coveted seat at Michelin-starred Bosq in downtown Aspen. With Peak Pursuits, the goal is simple: to deliver once-in-a-lifetime experiences.

“Travelers today seek immersive, personalized experiences that create lasting memories,” says Kamlyn Palmer, guest experience manager for East West Hospitality, a property management firm known for its collection of luxury hotels, resorts and private residences in premier mountain destinations across Colorado. “Peak Pursuits fills that gap by offering insider access, expert recommendations and seamless coordination, making every experience extraordinary.”

Before arriving, guests engage with a Peak Pursuits concierge from East West Hospitality’s seasoned guest experience team, who curates personalized itineraries informed by local insight, often suggesting off-the-beaten-path adventures that travelers might not find on their own. “Peak Pursuits isn’t just about planning activities,” Palmer says. “It’s about crafting unforgettable journeys tailored to each guest’s passions and curiosities.”

To build its team of Peak Pursuits concierges, East West handpicked local adventurers, cultural enthusiasts and hospitality pros with extensive knowledge of the area. “Their boots-on-the-ground experience ensures that every recommendation is rooted in authentic, firsthand knowledge, providing guests with genuine local experiences,” Palmer says.

Where to stay? Situated on Aspen’s front row just a block from the Silver Queen gondola, The Aspen Mountain Residences is a centerpiece property in the East West collection. The landmark red-brick hotel recently underwent a refresh that revitalized guest rooms with new furniture, bedding and decor in a fresh, contemporary color palette. Highlights include custom and handcrafted furniture from Dos Gallos and Alfonso Marina, artisanal rugs from Tai Ping and lighting from Visual Comfort. Guest rooms now feature state-of-the-art technology, including smart TVs, spalike bathrooms with rainfall showers and eco-conscious light fixtures.

East West Hospitality, named No. 2 Best Villa Rental Company in *Travel + Leisure’s* 2024 World’s Best Awards, also added Woodrun Place in Snowmass Base Village to its \$6 billion portfolio of properties. The ski-in, ski-out

From top: If llama trekking is on your life list (and it should be), Peak Pursuits can arrange for a lunch-and-llamas hike in Vail’s backcountry; East West Hospitality recently added Woodrun Place in Snowmass Base Village to its portfolio.



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property boasts spacious, fully equipped residences with sweeping mountain views and a prime location on Fanny Hill just steps from the Coney Express Lift. A renovation is in the works for this summer, including upgrades to the outdoor heated pool and hot tub.

East West expands its scope into Utah with the upcoming Founders Place project in Deer Valley, a new ski-in, ski-out condominium community situated at the base of the resort’s Mountaineer Express lift. Currently under construction, the development will comprise two residential buildings (The Helen and The Edgar) with two- to four-bedroom homes and luxurious penthouses, as well as an amenities building called The Polly, which will house a fitness center, pool, hot tub and dining room, creating a social hub for residents. The buildings are named for Deer Valley’s visionary founders, Edgar and Polly Stern, and his mom, Helen.

Whatever your mountain destination of choice—and whichever East West property you choose—you’ll now have access to Peak Pursuits’ team of local experts, who stand at

