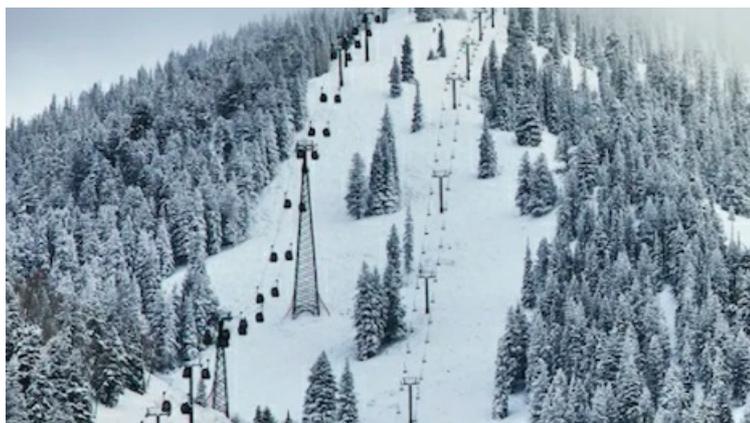


TRAVEL AND HOSPITALITY

Brands boast breadth of ski offerings for slope-ready travelers

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Hotel Jerome in Aspen is a partner of the VistaJet-to-Slopes program. Image credit: Auberge Resorts

By KATIE TAMOLA

Travel and hospitality brands are gearing up for ski season, excitedly showcasing their wide range of offerings to propel consumers to the slopes.

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Whether affluents are looking for ski adventures in the United States or beyond, brands are ready to deliver. Private aviation firm VistaJet, hospitality group Four Seasons Hotels & Resorts and luxury travel agency **EMBARK Beyond** are among the brands augmenting their snow-packed packages, offering skiers unparalleled experiences.

"It's more integral than ever to offer unique experiences to guests as travelers continue to become more comfortable with planning getaways," said Ron Gorodesky, president and founder of **Refined Hospitality**, Pennsylvania.

"That said, there's been a renewed interest in outdoor sports such as skiing and surfing as they're naturally socially distanced activities."

To the slopes

After ski resorts took a hit last season during some of the worst waves of COVID-19, hospitality brands are counting on expanded offerings to welcome back eager skiers.

VistaJet is looking to continue providing affluents with private, accessible travel with its VistaJet-to-Slopes program. The program offers members direct and exclusive access to some of the most popular ski resorts in the world with an added sense of privacy and safety.



Caldera House, also a partner of the VistaJet-to-Slopes program, is just steps from the mountain's tram. Image credit: Caldera House

As part of the program, clients can enjoy stays at Caldera House in Jackson Hole, Wyoming; Hotel Jerome in Aspen and The Lodge in Switzerland, which is located high in the Swiss Alps.

Other partner properties include Madeline Hotel & Residences, Auberge Resorts in Colorado, L'Empyre 1850 in France and Ultima Collection hotels across Switzerland, France and Greece.

"For ski lovers, our VistaJet-to-Slope service helps tailor every detail of the journey before our Members leave home to boarding their VistaJet aircraft," said Matteo Atti, executive vice president of marketing at [VistaJet](#).

"Once they arrive, we ensure seamless access with no need to check-in, guaranteed privacy and a host of personal services to make our members journey as simple as possible," he said. "Our clients and their safety are always our priority.

"This ski season we offer our members a service that ensures they feel safe and at home anywhere across all continents, from jet to slope."

For those looking to enjoy some skiing on the East Coast of the United States, EMARK Beyond is collaborating with The Reeds at Shelter Haven, a luxury boutique hotel in New Jersey.

The partnership is providing a first-of-its-kind surf and ski package where guests can enjoy winter surfing on the south Jersey shore and skiing in northern New Jersey the same day with private helicopter service.

The package includes overnight accommodations for two evenings in one of The Reeds' waterfront suites with a fireplace; a private winter surf lesson with local surfer Stacey Apler with a digital copy of live surf photos/video; a private luxury SUV to and from nearby helipad with branded a packed Reeds picnic lunch; private helicopter transfer with Blade; two ski/snowboard lift passes at Mountain Creek featuring 167 skiable acres across four interconnected peaks; Veuve Clicquot and Mediterranean mezze platter; and additional amenities.

The Surf & Ski package at The Reeds will be available starting Dec. 1 through March 2022. A three-week advance booking is required and rates begin at \$17,950.

For many skiers, one cannot ignore the wondrous offerings of Vail, the largest single mountain resort in Colorado with 5,317 acres of skiing.

Skiers can stay at the Four Seasons Resort and Residences Vail, which has a ski concierge facility next to the state-of-the-art Gondola One, the world's fastest 10-passenger gondola, complete with heated seats and Wi-Fi.

Other features at the resort include spacious private lockers and heated boot and glove dryers and a full-service rental shop.



TCS World Travel and hospitality group Four Seasons Hotels and Resorts previously collaborated on the ultimate winter getaway. Image courtesy of Four Seasons

Another legendary ski destination is Whistler, British Columbia, where Four Seasons also homes a property.

Four Seasons Resort and Residences Whistler offers a ski concierge at the base of Blackcomb Mountain, readily providing rental needs including equipment storage, fittings, lessons and more.

Skiing never goes out of style

Ski season has always been an attraction for affluents, and travel and hospitality brands continue to expand wintery offerings.

Earlier this month, Four Seasons Hotels & Resorts invited ski aficionados and winter lovers to select properties in North America as part of its newly unveiled Mountain Collection.

From elevated aprs-ski experiences to relaxing fireside and regionally-inspired wellness treatments, the hospitality group is appealing to experiential travelers with new ways of enjoying the wintery months. Four Seasons is offering these experiences, and more, at its properties in Jackson Hole, Santa Fe, Vail and Whistler ([see story](#)).

In September, Four Seasons Hotels and Resorts and tour operator TCS World Travel collaborated to deliver the ultimate holiday getaway.

The seven-day Winter Whistler Family Getaway from the Four Seasons in British Columbia offered consumers a week of luxury accommodations, exclusive adventures and holiday festivities. Traversing the slopes at the Whistler Blackcomb ski resort, exploring ice caves, dog sledding adventures and tours of the Vallea Lumina were available ([see story](#)).

Last year, the pandemic encouraged skiers to seek refuge, where demand for property remains robust and the prices of mountain homes have climbed slightly, according to Knight Frank's 2020 Ski Property Index ([see story](#)).

Travel and hospitality brands across the globe are working on providing enticing and accessible experiences to affluents for the winter season.

"Our combined teams have given ourselves the task of elevating the ski season in the Northeast and make it a genuinely exciting and seamless experience," said Refined Hospitality's Mr. Gorodesky.

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