

Mountain Trek Vital Stats

Description:	A high-end boot camp style fitness retreat with a hiking focus and proven weight-loss program based in British Columbia, Canada.
Founded:	1991
Philosophy:	The structured Mountain Trek program challenges participants with daily mountain hiking, fitness classes and yoga, while providing educational tutorials, healthy proven diet, detoxification, and de-stressing. This program supports weight loss and a healthy, vital lifestyle with a comprehensive approach that teaches guests how to continue in their wellness goals upon returning home.
Investment:	7 nights - \$3,900 all inclusive 14 nights - \$7,400 all inclusive
Average Stay:	1 week
Maximum Stay:	3 weeks
Avg. Weight Loss:	Women 4.5 - 6.5 lbs per week Men 8 - 10 lbs per week
Max. Group Size	16 people.
Target Market:	75% women, urban, working professional, between ages 25-65, avg. age 42. 25% men avg. age 50 80% corporate urban professionals. 20% of all guests are retired or empty nesters. 80% come to kick-start a healthy lifestyle, weight loss and fitness regime. 10% come for hiking/adventure vacation. 10% come to rejuvenate, relax, de-stress. 35% of visitors are repeat guests.
Other Benefits:	Deep relaxing, stress releasing and guidance on how to implement program into daily life at home.
Highlights:	Old growth forests; mountain alpine; glaciers and glacier fed lake and rivers; alpine flora and fauna (marmots, bears, elk, moose); local, organic food.
Associations:	Destination Spa Group
Press:	Tatler, Self, Jane, Spa Magazine, Zoomer Magazine, The Sunday Times, Psychology Today, Northern Fitness Magazine, Fit, Conde Nast Traveler.



Company Profile

Our History:

When James Hilton wrote about Shangri-La he described an earthly paradise, isolated from the outside world, the inhabitants of which, live well beyond the normal lifespan and age very slowly in appearance. We think we may have found that place.

Mountain Trek is a place for personal accomplishment in weight loss and fitness while rediscovering the wonder of the natural world in authentic wilderness settings. Immersed in mountain alpine, guests summit ridge tops, drink directly from glacier fed creeks and have face to face encounters with nature in a safe and supportive environment.

Our program is designed to help individuals kick-start their metabolism and put them back on a path to vibrant health. Our stress reduction based practices differentiates us from other fitness and weight loss retreats in the industry. With a focus on detoxification, sleep health and immersion in nature, Mountain Trek has responded to a new and growing market of people wanting to take better care of their health, live more actively and extend the quality of their later years.

The Mountain Trek experience fosters deep connection on every level. We have found this is a natural consequence of our program. The quality of agelessness and vitality is created through encounters that put guests in touch with the wonders of nature and the true essence of being in the moment. We offer life changing and lasting health benefits in a safe, supportive group atmosphere that other vacations do not. We've been doing it for 20 years.

Our Mission:

Mountain Trek has created a weight loss and healthy lifestyle program designed to help people find their vitality while connecting deeply with nature. We support men and women in all levels of fitness who are looking to lose weight while improving their overall health and wellness. A 16-guest maximum allows Mountain Trek to offer an intimate, individualized experience, within a supportive small group atmosphere.

How We Do It

We are a boot camp structured fitness and weight-loss retreat that offers a stress-releasing, hiking intensive program structured around personal goals. Our guests unplug from daily stress by trekking four hours a day at their fitness edge, in breathtaking mountain scenery.

Guests are treated to outstanding calorie controlled spa cuisine, high energy fitness classes, daily yoga, cutting edge health and lifestyle lectures, massage treatments and detoxification spa facilities.



Four Areas of Focus:

1. Fitness

Trips to Mountain Trek begin and end with in-depth body composition analysis that includes, body mass index (BMI), blood pressure, girth, fat weight, muscle weight and water weight measurements.

Our hiking-centric program is complemented with circuit and weight training that has participants gaining fitness and burning fat while having fun. This is boot camp, but boot camp with heart! Our program challenges and inspires, getting heart rates up and spirits soaring, while hiking through extraordinary natural settings. Day trips are spent in small groups with experienced, professional, certified hiking guides.

2. Nutrition

Our approach is clear and simple: **we believe in food, not diets.** We believe in fresh, organic, healthy, power-packed, delicious meals and snacks. Guided by our dietitian, Mountain Trek uses practical, workable, evidence-based strategies for healthy eating. We offer deep education in how the food we eat (and the food we don't eat) affects our bodies. We have designed an inventive menu that, meal by meal, provides all the energy required to put maximum effort into hiking and fitness activities while supporting weight loss goals.

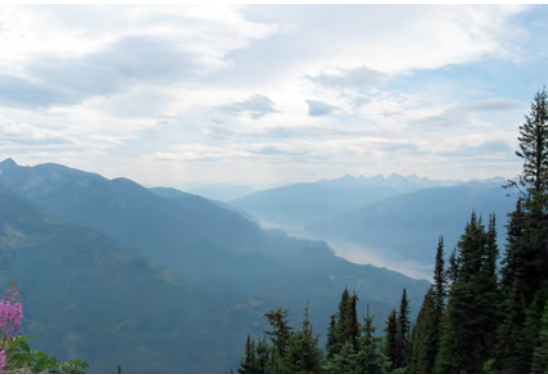
Guests leave Mountain Trek with a life-changing plan, a new way of looking at food and a new attitude toward how to nourish and energize their body.

3. De-stress

Decompression begins the moment guests arrive at our intimate lodge retreat located above a pristine lake with a stunning mountain vista. Mountain Trek's Program Director, Kirkland Shave, immediately helps participants unplug from daily life, shed to-do lists and rest their busy minds. The bulk of the day is spent hiking where guests' body rhythms merge with the natural rhythms in nature that surrounds them. Back at the lodge, guests participate in classes in stress management with spirited discussions, probing questions and solid, strategic advice based on the latest research. Mountain Trek offers an optional wellness coaching program allowing guests to continue on their path after returning home.

4. Weight Loss

We believe that weight loss is the natural consequence of a healthy, vital lifestyle – a life lived in balance. Our program delivers guaranteed results and guests return home with all the pieces they need to continue healthy weight loss and an active lifestyle.



Why it matters:

Being fit means being at home in a body you love and trust, a body that works, a body full of vigor, vitality and spirit. Our program fosters healthy mental, emotional and spiritual fitness.

Where we are located:

Mountain Trek's spectacular flagship lodge is located in Ainsworth Hotsprings just outside Nelson, British Columbia, Canada. In addition, we run our program at Rancho la Puerta, Mexico. We also offer an international destination program which in 2012 will visit the Camino de Santiago route through Spain and returns to Nepal in 2013.

Our Team:

All of our lead guides are certified hiking guides with the Association of Canadian Mountain Guides (ACMG) and have Wilderness Level 3 First Aid. Our staff not only teach the wellness philosophies of Mountain Trek, they live them as part of their everyday.

Kirkland Shave, BA, Diploma SpEd **Program Director, Life Coach, Lead Guide**

Strong, focused, dedicated and nurturing, Kirkland embodies the essence of Mountain Trek. A park ranger and wilderness skills instructor for two decades, a certified hiking guide and a certified Life Coach, Kirk is a motivator who challenges guests to do more than they thought possible. He is a caring coach who helps guests make important and enduring lifestyle changes.

Kirk walks the Mountain Trek talk...sometimes barefoot.

Cathy Grierson BPhEd, **Head Guide, Fitness Director**

Cathy has developed a fitness program at Mountain Trek that complements the hiking intensive. Her positive, upbeat manner inspires and motivates our guests; Cathy is a true role model. For the past 25 years as a certified hiking guide, the outdoors have been her "office" where she has worked as a park ranger, an Outward Bound instructor, an avalanche technician, ski patroller, rappel forest fire fighter and a wilderness first aid instructor. On the trail or in the gym, Cathy's vitality and vigor are contagious.

In her free time Cathy can be found...outside.



Anna Topf, BHKin
Kinesiologist, Guide, Yoga Teacher

Energetic and passionate about health and fitness, Anna has been working in the field of wellness for over 10 years. Anna has taught yoga for many years and has spent the last seven working as a kinesiologist in exercise therapy. She is a Medical Exercise Specialist, (MES) and a Certified Chek Exercise Coach. The Chek philosophy of focusing on finding your body's potential through core and posture, complements Mountain Trek's program of integrated health.

Anna spends most days outside hiking, biking and playing in the dirt.

Katya Hayes
Yoga Teacher

Katya Hayes has been a dedicated yoga instructor for the past 15 years. She owns her own yoga studio and teaches classes ranging from gentle beginners to Power Vinyasa. Katya became the first western woman to receive certification by the International Korean Yoga Association. She has studied the ancient teachings of yoga and Buddhism and the traditions of Iyengar, Ashtanga and Vinyasa flow. For the past 12 years Katya has been the primary yoga instructor at Mountain Trek and has produced a DVD titled "Anywhere Yoga – A Gentle Practice" for everyday living.

Katya spends her free time exploring the wonders of the mountains with her three children, husband and small, super dog.

Press

[Tatler Spa Guide 2011](#): chose Mountain Trek as one of the top 101 spas in the world.

[Zoomer Magazine](#): featured Mountain Trek in a recent article by Bill MacPherson.

[Psychology Today](#): Happiness Boot Camp by Dr. Claire Wheeler

[Spa Magazine](#): Margaret Pierpont describes her week at Mountain Trek.

[The Sunday Times](#): named Mountain Trek one of the five best boot camp spas.



Story Ideas

1. Health has become of paramount importance regardless of income. The fitness spa is no longer just a place for the wealthy. In fact, trends are moving away from the luxury, pampered, full service, spa to the boutique boot camp style retreats where guests plug into a preordained, structured program. Despite the economic downturn, people are focusing on their wellness more than ever, looking for integrated health rather than just diets and exercise.

2. Eco psychology and the effects of nature on health. Ninety percent of all illness comes from stress and over stimulation, causing anxiety and sensory shut down. But people who are immersed in nature begin to shift their bio rhythms to that of the natural circadian clock. Immersing in the true wild of a natural setting, senses reawaken and hormones come into balance as they begin to effortlessly live in the present. Combined with proper nutrition this causes a shift in metabolism which leads to natural weight loss.

3. Detox and sleep in an integrated health program. Sleep acts as an immune booster, helps with memory and anti-aging (ex. shift workers are dying 10 years earlier than average). Detox aids the blood cleansing organs to release toxic residue built up from an urban, processed lifestyle. Chemicals that have been ingested, absorbed through skin and breath are released as we burn fat through exercise. Further detox happens by mixing age old traditions of yoga, liver and kidney tonics, massage and steam with the current technology of the infrared sauna.

Photo Gallery

Please click [here](#) to visit our photo gallery

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What Guests Are Saying About Mountain Trek

“This program transformed my commitment to my physical, emotional and spiritual well-being. The degree of professionalism and encouragement from every staff member far surpassed any other program I have experienced. During my stay everyone worked diligently to meet my every need. At Mountain Trek, I could relax while in the hands of dedicated, caring professionals.

Sue, May 2011

“Mountain Trek provides an opportunity to center yourself physically and emotionally. The professionals that guide you on your journey to health really care about your well being. I lost 10 pounds of fat in one week and feel better than I have in years.”

Rick, June 2011

“I came here to kickstart my fitness and ramp up my cardio endurance. I am leaving with so much more. The holistic approach to health & fitness amazed me! I am leaving Mountain Trek more educated about nutrition, stress, sleep health, the detox process and the importance of it, as well as a peace I had not expected. The all-encompassing approach of the extremely competent and knowledgeable staff impressed me immensely. It was just what I needed and did not ever realize it until I compared my mindset prior to arrival and prior to departing.”

Michelle, June 2011

This is an incredible program, a really great “kick start”. The staff are out of this world. They make each guest feel like this is a place only for them. Each person is so full of life and has had an interesting life that gives them so much knowledge about everything. I think in all my years I have never met so many wonderful, interesting, incredible people. Everyone here lives what they teach. I wish I could take some of them home because the encouragement, motivation and support you get here is hard to find anywhere else. The food is plentiful, lots of flavour and never a lack. Look forward to coming back soon.

Doris. June, 2011