

# **Glenwood Hot Springs 2014 Press Kit**

Welcome to Glenwood Hot Springs, home of the world's largest mineral hot springs pool! Our mission is to help people feel better and we've been doing that for over 125 years. We invite you to enjoy all of our amenities including our two pools, award-winning Spa of the Rockies, refurbished lodge, athletic club, retail store, restaurant, and mini-golf course.

## Press kit highlights include:

- · Fact Sheets about the pool, Spa of the Rockies and more
- Signature Story Ideas
- Glenwood Hot Springs History

This press kit is intended to give you a broad overview of Glenwood Hot Springs. For the latest news, events and happenings, I encourage you visit our website at www.hotspringspool.com. Members of the media may contact me, Jeremy Gilley, sales and revenue director, at jgilley@hotspringspool.com or 970-945-3324. The media may also contact Vicky Nash, media communications representative, at Resort Trends, Inc., vicky@resorttrends.com or 970-948-4923.

## **Visiting Media:**

Thank you for choosing to visit Glenwood Hot Springs. In order to accommodate your requests, we would appreciate at least one week notice prior to your arrival. You may contact me at 970-945-3324 or by email at jgilley@hotspringspool.com. In order to facilitate your request, please include your credentials and a brief description of your assignment. Thank you and we look forward to seeing you at Glenwood Hot Springs and Spa of the Rockies!



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## An Overview of Glenwood Hot Springs

Established in 1888, Glenwood Hot Springs includes the largest mineral hot springs pool in the world, the Spa of the Rockies, a 107-room lodge, the health-based athletic club, a retail store, a poolside grill, and a challenging miniature golf course. Situated next to the Colorado River and surrounded by the Rocky Mountains, Glenwood Hot Springs is considered an iconic property in Glenwood Springs and the state of Colorado.

The mineral spring that feeds the pools is called the Yampah spring, which translated from the Ute Indian language means "Big Medicine." The Yampah spring was originally used by the nomadic Ute tribe and is still considered a sacred place by them.

Glenwood Hot Springs consist of two pools. The smaller and warmer Therapy Pool, lined with benches, is ideal for soaking. Coin-operated bubble chairs provide another relaxation alternative. The big pool, which is 405 feet long and often compared to the length of a football field, is bathwater warm and features a large area for wading, playing and socializing. Lap lanes and a diving area are located at the west end. Two water slides, the Avalanche Falls and Shoshone Chute, are also located at the west end of the property and operate during the summer months. For the very youngest swimmers, a separate kiddie pool provides a safe place to play. Visitors have access to modern locker room facilities, lounge chairs, towel service, and swim suit rentals.

The Spa of the Rockies is located in the historic sandstone bathhouse. Treatments at the Spa of the Rockies focus on wellness and natural health practices which have a deep-rooted history at Glenwood Hot Springs. The award-winning Spa of the Rockies been recognized multiple times as a Readers' Choice spa by SpaFinder Wellness.

Just a few steps away, the Glenwood Hot Springs Lodge recently completed a multimillion-dollar renovation that included floor-to-ceiling refurbishments to all 107 guest rooms. Every stay at the lodge includes unlimited admission to the Glenwood Hot Springs Pool and a complimentary full breakfast at the poolside Grill restaurant. For a nominal fee, guests also have access the Glenwood Hot Springs Athletic Club, the region's premier fitness facility. The Club features state-of-the-art equipment, a sauna, steam room and hot tub.

Also of note, the Sport Shop is a retail store that offers customers one of the largest selections of swimwear on the Western Slope of Colorado, and the Glenwood Hot Springs Miniature Golf Course, open during the summer only, provides another entertaining diversion for Glenwood Hot Springs' guests.



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## **Glenwood Hot Springs Signature Story Ideas**

### **Healing Hot Springs**

Balneology is the practice of using natural mineral water for the prevention or treatment of diseases. It's a healing modality that has a long-standing tradition around the world. In Europe, Japan and New Zealand, hot mineral spring water therapy is recommended to revitalize the skin, calm nerves and detoxify the body. It has been known to benefit those suffering from arthritis, fibromyalgia, depression, as well as locomotor and circulatory diseases. Minerals considered efficacious for a variety of maladies can all be found in the water at Glenwood Hot Springs.

### **Clean, Green Energy**

Glenwood Hot Springs has been an environmental trailblazer since long before terms like "carbon footprint," "eco-friendly" and "sustainability" became commonplace. It actively harnesses the geothermal energy of the mineral hot springs for snowmelt and to heat domestic water supplies. The Glenwood Hot Springs Lodge was recognized with a TripAdvisor "Green Leaders" award in 2013 for its environmental practices. In addition to harnessing geothermal heat sources on-site, Glenwood Hot Springs has also adopted practices that include the use of state-of-the-art materials and energy-efficient technology that add up to not only dollars saved, but to a cleaner, healthier environment for visitors and the community.

#### Added Value Treatments Compliments of Spa of the Rockies

Spa of the Rockies is a client favorite; for three years it has been named a Readers' Choice Spa by SpaFinder Wellness. The spa goes the extra distance to serve guests, without adding cost -- a trait visitors appreciate. Nearly every treatment at the Spa of the Rockies includes a customized Zents<sup>™</sup> aromatherapy scent journey. Treatments of 90 minutes or more also include a complimentary soothing foot ritual. For male guests a complimentary men's grooming bar is available for use post-treatment. Combined with a Spa of the Rockies massage or aesthetic treatment, guests leave feeling healthier, happier and satisfied that their self care dollars have been well-spent.

#### A Family Friendly New Year Celebration

Around the globe, people ring in the new year on Dec. 31, but only in Glenwood Springs, Colorado, can they soak in the world's largest mineral hot springs pool until the wee hours of the new year. Open until 1 a.m., Glenwood Hot Springs welcomes celebrants of all ages to join in the alcohol-free merriment that includes party hats, noisemakers, giveaways and, of course, a countdown to the new year.

#### **Seasonal Lodging Packages**

Glenwood Hot Springs Lodge offers many lodging packages that may be of interest to journalists. All packages include unlimited swimming and a full breakfast. Please visit www.hotspringspool.com/stay for complete details and current prices. Top-selling packages include:

- Ski Swim Stay includes lodging, pool admission and a lift ticket to Sunlight Mountain Resort, kids 12 and younger ski free with a paying adult
- Can't Go To Cabo a spring break favorite, this package includes a goodie-filled beach bag, two beach towels, two classic Swedish massages at the Spa of the Rockies.
- Tidal Waves of Fun includes unlimited waterslide rides, a daily round of 18-hole mini-golf and two beach towels per room to take home!

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GLENWOOD HOT SPRINGS

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## **Glenwood Hot Springs History Timeline**

**1888 - 1919:** The pool, financed and built by Walter Devereux, opens to the public on July 4; Glenwood Hot Springs becomes a world-renown resort and a playground for wealthy Victorians. During this time, the facilities include 42 sunken Roman baths, a men's casino and a physician's office.

1920 – 1950: Just as the rest of the country experiences the economic hardship of the Great Depression, tough times fall on the hot springs resort. Frank Kistler buys the property in 1938 and operates it until 1943 when the U.S. Navy sets up a hospital and rehabilitation center for injured WWII serviceman. The Navy decommissions the facility in 1946, but a small hospital continues to operate until the early 1950s.

1950 – 1970: Frank Kistler sells the hot springs to a group of local businessmen in 1954 whose families continue to operate it. The new owners begin massive renovations to the property including enlarging the big pool, and creating the smaller and hotter Therapy pool.

1980 – 2000: The Glenwood Hot Springs Athletic Club opens in the 1980s, and in 1986 the Glenwood Hot Springs Lodge welcomes its first guests. The ozone filtration system is installed to reduce the pool's reliance on chlorine sanitization. In 1994, the resort puts into operation a heat exchanger device that harnesses the geothermal energy of the Yampah spring for use in snowmelt systems and to heat domestic water supplies. In 2000, the resort adds the two water slides at the west end of the pool.

**2008:** The Spa of the Rockies opens in the historic sandstone bathhouse building. Perhaps most significantly, the umbrella name for the entire resort, "Hot Springs Lodge & Pool," is changed to the more all-encompassing "Glenwood Hot Springs."

2011: Extensive aesthetic and technological renovations are completed to all 107 guest rooms at the Glenwood Hot Springs Lodge.

2013: Glenwood Hot Springs celebrates 125th year in the business of helping people feel better.



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For more information on Glenwood Hot Springs, call 1-800-537-SWIM (7946) or visit www.hotspringspool.com. Current press releases, a complete press kit, photos, videos, and a live web camera are available at www.hotspringspool.com/misc/press-room/press-kit, www.hotspringspool.com/misc/press-room/press-releases and www.hotspringspool.com/misc/press-room/photo-library. Glenwood Hot Springs is located in Glenwood Springs, Colorado, between Aspen and Vail, 165 miles west of Denver and 90 miles east of Grand Junction on Interstate 70 off exit 116 at 401 North River Street.



## **Glenwood Hot Springs Pool Fact Sheet**

Year established: 1888 Claim to fame: world's largest outdoor mineral hot springs pool Water source: Yampah spring Yampah spring water flow: 3,500,000 gallons of water per day Yampah Spring: 122°F (51°C)

#### Size & temperature:

**Large pool:** 405 feet long x 100 feet wide; 90°-93°F (32°-34°C) **Therapy pool:** 100 feet long x 40 feet wide; 104°F (40°C)

**Gallons of water:** Large pool: 1,071,000 gallons; Therapy pool: 91,000 gallons

#### **Pool amenities:**

Shoshone Chute body slide: 47-foot drop, 16 percent grade, 336 feet long, 32-inch tube diameter Avalanche Falls large slide tube: 47-foot drop, 15 percent grade, 369 feet long, 54-inch diameter Diving Boards: 1 Parking: free parking in large lots with designated RV parking spaces

#### Hours of operation: open daily, year round

Memorial Day weekend through Labor Day weekend: 7:30 a.m. to 10 p.m. Fall, winter, spring: 9 a.m. to 10 p.m.

The Glenwood Hot Springs Pool is closed for maintenance occasionally. Please visit www.hotspringspool.com/swim/dates-times for a current list of dates. Please enjoy the Spa of the Rockies and the Glenwood Hot Springs Athletic Club on these days.

#### **Contact Information:**

Phone: 800-537-SWIM(7946), 970-945-6571 Website: www.hotspringspool.com Email: info@hotspringspool.com



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# **Glenwood Hot Springs Admission**

	Stenwood Hot S	<b>P 1 1 1 1 1 1 1 1 1 1</b>	
PRICES:	VALUE SEASON	PEAK	SEASON
	Value Season is defined as Tuesday following Labor Day through Thursday prior to Memorial Day, excluding select holidays.	Peak season is defined as Friday prior to Memorial Day through Labo Day (Summer peak), including Christmas Day through New Year's Da and Spring Break in March and April.	
	Daily	Mon – Fri	Sat – Sun
All day admission			
Adult & teen	\$15.25	\$18.75	\$20.25
Child (3-12 years)	\$10.25	\$11.75	\$12.25
Child (2 & under)	FREE	FREE	FREE
Evening Rate after 6	5 p.m.		
Adult & teen	Not available	\$15.50	\$17.75
Child (3-12 years)	Not available	\$10.50	\$11.50
Child (2 & under)	FREE	FREE	FREE
Night Rate after 9 p	.m.		
Adult & teen	\$10.25	\$11.75	\$12.25
Child (3-12 years)	\$9.25	\$10.00	\$11.00
Child (2 & under)	FREE	FREE	FREE
Summer Splash pac	kage		
(SEASONAL	, WEATHER PERMITTING) – Includes admissio	on, 8-ride slide pass and all day refilla	ble sodas with souvenir cup
Adult & teen	Not available	\$27.25	\$30.25
Child (3-12 years)		\$21.50	\$23.00
Super Splash packag	ge		
(SEASONAL, WEA	THER PERMITTING) – Includes admission, all	day slide pass, pizza slice, and all day	refillable sodas with souvenir cup
Adult & teen	Not available	\$41.00	\$44.00
Child (3-12 years)		\$33.75	\$36.50
Please note p	rices are subject to change without notice. For	r the most current rates, please visi	it www.hotspringspool.com
Group rates:			
	Available for groups of 20 who enter together. M	Take reservations at the Pool Desk, 97	70-947-2955.

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	VALUE SEA	ASON	PEAK SEASON			
Equipment rer	itals:					
Swimsuit	\$3.00	\$3.00	\$3.00			
Towel	\$2.50	\$2.50	\$2.50			
Lockers	\$ .50	\$ .50	\$.50			
Water slide:						
OPEN WEATHER PERMITTING						
4 ride ticket	\$5.00	\$6.00	\$6.00			
8 ride ticket	\$7.25	\$8.25	\$8.25			
All day ride	\$11.75	\$19.50	\$19.50			
Cabana rental	s					
		rent upon request or reservation. Please inquir cludes 4 towels, 4 bottled waters, and a cooler	· ·			

Half day	\$55.00	\$55.00
Full day	\$95.00	\$95.00



# Spa of the Rockies Fact Sheet

**Overview:** Spa of the Rockies carries on the long tradition of health and wellness associated with the 125-year history of Glenwood Hot Springs. Drawing inspiration from the rich, thermal mineral waters, the Spa of the Rockies features a group of signature mineral-based treatments that promote wellness and vitality. All signature services feature a complimentary foot ritual, a therapeutic soak in the mineral hot springs pool and access to the health and fitness focused Athletic Club for the day.

Examples include:

- The Ultimate Zen: four ultra-hydrating, ultra-relaxing treatments.
- The Morroccan-style Hammam Ritual: a blend Eastern and Western therapies.
- The Mineral Mud Ritual: detoxifies and deeply nourishes the skin.
- The First Time Spa-Goer's Package: includes all the essentials -- a mineral bath, Swedish massage, facial and pedicure.
- The Patron's Choice: guests choose a combination of their favorite treatments over a 120-minute time frame.

**Services:** massage, body treatments, facials, hydrotherapy, manicures, pedicures, waxing, make-up application. Please see www.spaoftherockies.com for a complete menu of services.

**Treatment rooms:** 8 rooms for massage therapy, facial treatments, and couples' suites, 1 specialized hydrotherapy room for Vichy shower treatments, 2 nail stations and 5 hydrotherapy tub rooms -3 on the women's side and 2 with fireplaces and large flat screen televisions on the men's side.

**Spa of the Rockies Products:** only professional grade products are used in treatments and are available for sale in the spa boutique. Product highlights include: Zents, Kneipp, Kerstin Florian, Intraceuticals, Eminence, Organic Male and La Bella Donna Cosmetics.

Amenities: men's and women's locker rooms, each with steam room; use of robes and slippers; complimentary beverage; retail spa boutique

Recent Awards: "World's top 10 mineral and thermal springs spas," SpaFinder Readers' Choice Award, 2013

**Spa guest discount:** all 90-minute treatments include a complimentary foot ritual. Spa guests can purchase an upgrade to use the Athletic Club which includes access to the pool. Any guest booking a spa service can purchase an upgrade to use the Athletic Club all day including the pool and athletic club lockers facilities.

**Opened:** October 2008

Affiliations: International Spa Association

Phone: 970-947-3331, 877-947-3331

Website: www.spaoftherockies.com

Email: info@spaoftherockies.com



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# **Glenwood Hot Springs Athletic Club Fact Sheet**

**Overview:** Considered the premier fitness center in the region, the Athletic Club shares the historic stone bathhouse with the Spa of the Rockies. In addition to the club's state-of-the-art equipment, fitness classes and facilities, members and guests have unlimited access to the Glenwood Hot Springs Pool.

### **Amenities:**

- · movement studio equipped with Pilates chairs and reformers
- Yoga classes and therapy
- · Pilates mat classes
- whirlpool
- sauna
- steam room
- · full-circuit strength-training equipment
- free weights
- · champion racquetball and handball courts
- cardiovascular equipment
- · aerobic, Zumba and spinning fitness classes
- certified personal trainers and instructors
- · locker rooms, towel service and amenities
- private sun deck

Daily rates: includes access to Glenwood Hot Springs Pool, must be 18 years of age or older

Walk-ins \$ 30.00

Lodge guest \$ 10.00

Punch card \$150.00 for six visits, transferable

Hours: Monday - Friday 6:15 a.m. – 10 p.m.

Saturday & Sunday 8:45 a.m. – 10 p.m. Labor Day – Memorial Day weekend Saturday & Sunday 7:30 a.m. – 10 p.m. Memorial Day weekend – Labor Day

Phone: 970-947-2953



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# **Glenwood Hot Springs Lodge Fact Sheet**

**Opened:** 1986

Refurbishments: 2011, comprehensive remodel of all guest rooms; 2008, comprehensive remodel of public spaces

Number of rooms: 107 non-smoking rooms

**In-room:** amenities include air conditioning, 42-inch flat screen LED televisions, built-in mini refrigerators, microwaves, coffee makers, in-room safes, energy efficient lighting, free internet access (Wi-Fi in lobby), iPod docking stations and other technological upgrades to accommodate a variety of electronic devices.

On-site: guest laundry, outdoor patios, private balconies and off-street parking

**AAA Three Diamond rated:** Rated by professional evaluators as a multifaceted property, with a distinguished style, including upgrades in the quality of physical attributes, amenities and level of comfort provided.

Awards: 2013, 2012 TripAdvisor Certificate of Excellence; 2013 TripAdvisor Green Leaders, Bronze; 2010, Fodor's Travel, Gold Choice "Top 10 US Hotel Pool."

Business center: computers, color printer, fax, copy machine, internet

Meeting facilities: Ute Mountain Room seats 20; Iron Mountain Room accommodates 35

Audio/visual equipment: TV/VCR/DVD, dry erase board, overhead projector, screen, easel or flip chart available at no charge; extra flip-chart pads are \$15 each

**Packages:** rates include one night's lodging, unlimited swimming at the Glenwood Hot Springs Pool, full breakfast at the Glenwood Hot Springs Grill

Price range: \$139 to \$319, rates are based on dates, room type and availability, and are subject to change. Taxes not included.

Discounted Athletic Club pass: \$10.00 (regular drop-in price is \$30)

Reservations: 1-800-537-SWIM (7946) or 1-970-945-6571; www.hotspringspool.com

Restrictions: No smoking guest rooms or common areas; no pets.



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# **Glenwood Hot Springs Sport Shop, Grill & Mini Golf Fact Sheet**

## **Sport Shop**

Apparel: The Rocky Mountain region's largest selection of swimwear. Resort wear, handbags jewelry, gifts, sundries, hats, sunglasses, water toys and more are also available for sale in the retail store.

Hours: 8 a.m. - 9 p.m. Memorial Day weekend - Labor Day; 9 a.m. - 8 p.m. during value season

**Phone:** 970-947-2940

### **Miniature Golf 18-hole Course**

Prices: teen/adult: \$6.00; 12 years and under: \$4.00

Hours: Memorial Day Weekend - Labor Day, Noon - 10 p.m. Sunday-Thursday; Noon - 11 p.m. Friday & Saturday

## **Glenwood Hot Springs Grill & Snack Bar**

Menu: daily specials, breakfast, sandwiches, soup, salad, snacks, pizza, burgers, hot dogs, ice cream

Full breakfast: every stay at the Glenwood Hot Springs Lodge includes a full breakfast at the poolside Grill with a choice of cooked-to-order omelets, scrambled eggs, pancakes, hash browns, daily specials, fresh fruit, baked goods, yogurt, and hot and cold beverages

Beverages: juice, coffee, hot chocolate, smoothies, tea, soda, water (beer and wine are available at the Grill only)

Seating capacity: 80

Hours: 7 a.m. - 4 p.m. Memorial Day weekend - Labor Day; 7 a.m. - 3 p.m. during value season

Snack Bar hours: 11 a.m. - 6:30 p.m. Memorial Day weekend – Labor Day

**Phone:** 970-947-2959



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Jeremy Gilley, Director of Sales & Revenue



# **Media Distinctions**

- · Glenwood Hot Springs Lodge is a designated AAA Three Diamond property
- Glenwood Hot Springs voted a top finisher for "Best Attraction," in the Glenwood Post Independent's (GSPI) Local's Choice Awards for 8 straight years
- Spa of the Rockies voted "Best Spa," in the GSPI Local's Choice Awards for 4 straight years

## 2013

- SpaFinder, Readers' Choice, "Best Mineral or Thermal Springs Spa"
- TripAdvisor, Bronze, "Green Leaders" award
- TripAdvisor, Certificate of Excellence
- USA Today, Go Escape, "Cool Temps, Hot Springs"
- CNN Travel, "America's Most Amazing Hotel Pools"

In addition to the above mentioned Local's Choice Awards in the Glenwood Post Independent, Glenwood Hot Springs received the following: Glenwood Hot Springs Athletic Club "Best Gym/Fitness Center;" Glenwood Hot Springs Pool "Best Date Spot;" Glenwood Hot Springs Lodge "Best Hotel/Motel"

## 2012

- Trekaroo, "Best Hotel Pools in the US for Families"
- SpaFinder, Readers' Choice, "Best Mineral or Thermal Springs Spa"
- TripAdvisor, Certificate of Excellence

## 2011

- Sunset magazine, "Mountain Weekend: Soak away your stress"
- SpaFinder, Readers' Choice, "Best Mineral or Thermal Springs Spa"
- Spa magazine, Readers' Choice "Best Domestic Mineral Springs Spas"



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# **Charitable & Community Contributions**

Glenwood Hot Springs has supported and donated funds to many worthy causes including:

- Valley View Hospital Foundation
- Glenwood Springs Whitewater Park
- · Glenwood Hot Springs Scholarship Fund
- Colorado Mountain College Foundation
- · Operation Vacation
- YouthZone
- Boy Scouts & Girl Scouts
- Youth for Christ
- Junior Achievement
- True Media Foundation
- LIFT-UP
- · Salvation Army
- Frontier Historical Society
- Summer of Jazz Community Concerts
- · Glenwood Springs Community Center Aquatic Center
- Glenwood Springs Center for the Arts
- Mt. Sopris Nordic Council
- Arthritis Foundation
- Hospice



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# **Glenwood Hot Springs Stock Copy**

#### ~50 words

Glenwood Hot Springs is world-famous for its enormous mineral hot springs pool which has delighted visitors since the 1880s. The Colorado resort is also home to the award-winning Spa of the Rockies where treatments focus on health and wellness. Every stay at the Glenwood Hot Springs Lodge includes admission to the pool and a full breakfast.

#### ~100 words

World famous for its enormous mineral hot springs pools, Glenwood Hot Springs is open year round, and daily until 10 p.m. The celebrated landmark is home to the award-winning Spa of the Rockies, which focuses on wellness through massage, body treatments, facials and more. The Glenwood Hot Springs Lodge continues the spa-like ambiance in all 107 guest rooms and is fully wired to accommodate the most technologically savvy traveler. Along with every stay at the Lodge, guests receive unlimited pool admission and a complimentary full breakfast served at the poolside restaurant. Other amenities include an athletic club, a retail boutique, and mini golf and water slides, which operate seasonally.

#### ~300 words

The world-famous Glenwood Hot Springs, located in the heart of the Colorado Rockies at Glenwood Springs, has been helping people feel wonderful for over a century. While much at the landmark resort has changed since 1888, much has stayed the same. Visitors still come to Glenwood Hot Springs primarily to relax and enjoy themselves. The two enormous pools, open daily until 10 p.m. all year, are perennially popular. At bathwater-warm temperature, the large pool is ideal for splashing, playing, lap swimming and diving; the smaller therapy pool, hovering at 104 degrees Fahrenheit, is perfect for soaking and socializing.

For additional relaxation, head to the Spa of the Rockies, located inside the historic bathhouse building. The focus at the award-winning spa is on health and wellness. Botanicals, minerals and other nourishing organic ingredients are used in virtually every treatment including massage, body treatments, facials, and even nail services. The Spa of the Rockies has won SpaFinder's Readers' Choice awards for "Best Mineral Springs Spa," for three consecutive years.

When visiting Glenwood Hot Springs, many guests choose to stay at the Glenwood Hot Springs Lodge, the property's 107-room hotel. Each room welcomes guests with spa-like ambiance reflected in the fine linens, serene colors and beautifully appointed bathrooms. New technological upgrades include large flat screen televisions, state-of-the-art in-room safes, wireless connectivity, and connections for smartphones and gaming. Every stay at the Glenwood Hot Springs Lodge includes unlimited pool admission and a complimentary full breakfast at the poolside restaurant. Other Glenwood Hot Springs amenities include the Athletic Club, a premier fitness center; and the Sport Shop, a retail boutique featuring swimwear and sportswear. A miniature golf course, two water slides, and a kiddie pool operate seasonally.

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