



MOUNTAIN TREK VITAL STATS

Description:

A deluxe boot camp style fitness retreat with a hiking focus, and proven weight-loss program based in British Columbia, Canada.

Founded: 1991

Location:

Ainsworth Hot Springs, near Nelson BC

Philosophy:

We believe a healthy weight is the result of a balanced lifestyle. The integrated Mountain Trek program helps guests to achieve personal fitness goals with daily mountain hiking, fitness classes and yoga. We provide educational sessions about nutrition, sleep health and detoxification, a balanced diet, and stress relief with massage and spa facilities.

Our beautiful lodge, mature staff, delicious cuisine, spa services and balanced fitness program refresh and rejuvenate. Guests of all fitness levels enjoy the company of our warm and supportive team, and feel secure to explore the mountains every day. They leave with an activated metabolism, and a holistic understanding of health - ready to integrate that knowledge into their lifestyle.

Investment:

7 nights - \$4,000 all inclusive
14 nights - \$7,600 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, between ages 25-65, average age 42.
25% men, average age 50.
80% corporate urban professionals.
20% of all guests are retired or empty nesters.
80% come to kickstart 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.

Highlights:

Old growth forests; mountain alpine; glaciers and glacier fed lake and rivers; alpine flora and fauna; local, organic food; small group size; high guide to guest ratio; private rooms with ensuite bath.

Associations: Destination Spa Group

Press:

Tatler, Self, Jane, Spa Magazine, Zoomer Magazine, The Sunday Times, Psychology Today, Northern Fitness Magazine, Fit, Conde Nast Traveler.



Please get in touch

email: media@mountaintrek.com
OR phone: 1.800.661.5161



MOUNTAIN TREK COMPANY PROFILE

Mountain Trek is a luxury fitness and health spa retreat set in the incredible mountains of British Columbia. Our location sets us apart, and the distance from urban life is our greatest asset. Our fitness focus is hiking, and we explore where the only trace of human history is the trail, where the air is fresh and the creek water crystal clear.

Our beautiful 14 room lodge can host 16 people; each has an ensuite bath, and the immaculate spa facilities are always available for guest use. Delicious cuisine reflects the range of choice and omnivorous diet available in North America. We serve calorie-controlled portions of organic, wild and local foods, nutritionally balanced, beautifully prepared and presented, plus we meet any specific diet requirements.

The program includes hiking in a unique location each day, daily yoga and fitness classes, and education sessions so guests take new skills and habits home. Relaxing massages, spa facilities and optional extras help guests let go of stress. A week of focused activity, detoxification, weight loss and stress reduction increases metabolism and recalibrates hormones. Our guests experience substantial weight loss, deep relaxation and rejuvenation.

“Mountain Trek is a luxury fitness and health spa retreat set in the incredible mountains of British Columbia.”

We offer more guides per guest than any other fitness retreat centre, so groups remain small and the pace makes sense. Each guide helps with foot-care, hiking technique, and the use of trekking poles and heart rate monitors. We offer daily monitoring of health changes, plus a private midweek check-in for every guest. We quickly detect if there's an imbalance, and take immediate steps to remedy it.

In addition to our British Columbia based retreats, we offer sessions at Rancho La Puerta in Baja California in November, January and February. We also offer worldwide adventures every year, geared towards our past guests and intermediate level hikers. These trips have included

Nepal in 2011 and the Camino de Santiago in Spain in 2012. In the spring of 2013, we will explore the Land of the Inca as we hike the Sacred Valley and Machu Picchu.



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MOUNTAIN TREK OUR TEAM

"The support they provide and the joy they feel in beautiful surroundings is infectious."

Each experienced guide embodies how a healthy lifestyle into middle-age and beyond can look and feel. The support they provide and the joy they feel in beautiful surroundings is infectious. Their confidence means guests can relax, knowing the day will be fun and challenging but safe. Our retreats offer a friendly atmosphere of mutual support, camaraderie and fun.

All of our lead guides are certified Hiking Guides with the Association of Canadian Mountain Guides (ACMG), and have Level 3 Wilderness First Aid.

Please see our website for more information about our team.
www.mountaintrek.com/staff/





Mountain Trek
Find Vitality.

MOUNTAIN TREK PRESS

*"One of the
top 101 spas
in the world."*

Tatler Spa Guide 2011



*"One the
5 best boot
camp spas."*

The Sunday Times



Features:

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.



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WHAT GUESTS ARE SAYING ABOUT MOUNTAIN TREK

“The most caring, concerned, attentive, competent and friendly staff I have encountered in forty years of travel around the World.”

Mike, 2012

*“Mountain Trek provides comprehensive tools to creating a healthier you and the environment to kick start it. Novice hiker to experienced hiker, fit or unfit, there’s a place for everyone. I was a less than fit novice hiker when I first visited Mountain Trek. But with the help of guides, **I climbed physical, mental and emotional mountains** that I didn’t think I could. Many thanks to the entire staff. I hope to be back soon.”*

Kathleen, 2012

*“Everything about Mountain Trek was absolutely top quality. **Come to Mountain Trek if you want to revitalize your health and learn strategies to maintain it for a lifetime.**”*

Dale, 2012

*“It’s hard to overemphasize the quality of the Mountain Trek program in terms of producing **true physical changes in a short period of time**. If a guest goes home and incorporates even 20% of the fitness plan outline at MT, he or she will see **major positive changes in their physical condition and overall well-being**. Everyone on the staff is not only extremely competent, but also **genuinely nice, warm, caring people.**”*

Markeeta, 2012

“Ass kicking, but I needed it”

Julie, 2012

*“I was unsure about coming to Mountain Trek. I was encouraged by a friend who said it was hard to describe in words, **you need to experience it**. I highly recommend Mountain Trek. **It will change your life.**”*

Jimmy, 2012

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MOUNTAIN TREK STORY IDEAS

- A look at the importance of investing in your health and wellbeing – both financially, in the same way we are taught to invest in other ways, and time wise. Doing so will make you a more focused professional, a better parent, a more present relationship partner, and a healthier, more productive person. There is a return on investment to going to a unique property like Mountain Trek—and one that is as important as other traditional “returns”
- Mountain Trek – An exciting health/ adventure getaway for singles (most guests are either single or come without their partners) – you will feel healthier, stronger, sexier, and refreshed when you return home.
- A look at leading-edge, holistic approaches to fat burning (true weight loss) and maintenance. Mountain Trek’s approach is founded on research, day-to-day expert input, and key foundational pillars that they teach on you onsite. These pillars are implemented at the spa and they coach you on how to realistically integrate them into your life at home (they want you to succeed on your own vs. “need them”).
- Top health and wellness tips from Mountain Man, Kirkland Shave – one of the founders of the program who lives and breathes Mountain Trek’s philosophies everyday
- Redefining the concept of the “female spa trip.”
- Spa cooking secrets and nutrition regimes to take home – fewer calories, but SO satisfying; what to eat and when to eat it. A special cooking class can be arranged on site (not something done for regular guests)
- The benefits of a dramatic kickstart; when you want to make life or health changes, sometimes being stuck in the same day-to-day grind and surroundings does not inspire change. Change can be overwhelming, and sometimes we simply don’t have the tools. That’s okay. The majority of us would really benefit from a strong kickstart and simply getting away, deep into nature – to break free, re-commit, and begin new patterns. This is place to do it – and showcasing it to your readers could lead them to make inspiring changes in their lives.



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MOUNTAIN TREK STORY IDEAS

- The human “tune-up” (i.e. Fitness magazine angle). Like a car, sometimes your body needs maintenance work, inside and out. Even if you are fit and eating well, life still gets in the way. Everyone could benefit from a good tune-up now and again to help them stay on track. Mountain Trek’s holistic approach and breathtaking (but rigorous) hikes will accomplish this and send fitness lovers on their way...de-stressed, detoxed, and with pounds shed.
- A spa for men too! Unlike many North American spa retreats, this one is less “fru fru” and genuinely appeals to men. Not all men have identified the need to recharge in this way, but they should...and feel good (and manly) while doing it! Let’s call it a rugged spa retreat...
- Busy moms – the idea of getting away for 1 week, guilt free, to invest in yourself... an experiential look at why this is important, and frankly, just a fine thing to do (and bugger-off nay-sayers...mom’s deserve a week a “mommy time”).
- The Good Life – what does this mean to your readers? What is the point of financial success, a dynamic career, nice possessions, and great people around you if you don’t have a rested mind and your full health potential to enjoy it all? Get your vitality back so you can enjoy everything you have worked towards to the fullest. Can you truly get back on track in a one-week leading-edge, regimented program of luxury, fine cuisine, adventure, and fitness? Not just anywhere – but it’s possible here.
- A traditional Canadian tourism/experiential/ review article – when we think of hiking spa retreats, we often think of well known properties the Southwest United States– but there are extraordinary properties/spa programs right here in Canada like this one, and they are worth showcasing and celebrating. Phenomenal spa, health education, and fitness program Breathtaking facility and surrounding landscapes. Hiking focused. Organic spa cuisine. Luxury.
- Hiking spas in North America and the only mountain hiking spa on the continent (hence the name - Mountain Trek).



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