

THE
Stanley
A GRAND HERITAGE HOTEL

7500 FEET ABOVE THE ORDINARY.



ABOUT THE STANLEY HOTEL

Listed on the National Register of Historic Places and a member of Historic Hotels of America, the iconic 110-year-old Stanley Hotel is famous for its iconic architecture and spectacular setting overlooking Rocky Mountain National Park. Just over an hour from Denver, it is the ideal destination for a Colorado getaway.



- 400,000 visitors each year
- \$60M in capital improvements
- \$35 million in planned improvements in one of the highest growth corridors in the U.S.
- Inspiration and location for numerous films, documentaries, and television shows



- The Stanley campus sits on 68 acres with 14 buildings
- More than 200 hotel rooms, 40 condominium units and 47 homes provide a wide range of accommodations
- Built by inventor and entrepreneur FO Stanley in 1909 who sought the altitude and clean air of the Rocky Mountains to aid with health issues.

THE
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ASPIRE
AT THE *Stanley*



THE LODGE
AT THE *Stanley*



THE RESIDENCES
AT THE *Stanley*



400,000
visitors
each year



120,000
overnight
guests
annually



100,000
historic tours
annually



150,000+
database
subscribers



1.5 MILLION
stanleyhotel.com
website visits
— annually



150,000+
social media
subscribers

70%
30% CO



Hotel Guest Origins

12,000+



Stanley Live
tickets sold



STANLEY HOTEL LOCATION HIGHLIGHTS

- Less than 2 miles to Rocky Mountain National Park – 3rd most popular park in USA
 - Over 4.5 million visitors annually to Rocky Mountain National Park
- Less than 90 minutes from downtown Denver and the Denver International Airport
 - Less than one hour from Boulder, Fort Collins, Loveland and Longmont, 4 of the 5 fastest growing cities in Colorado

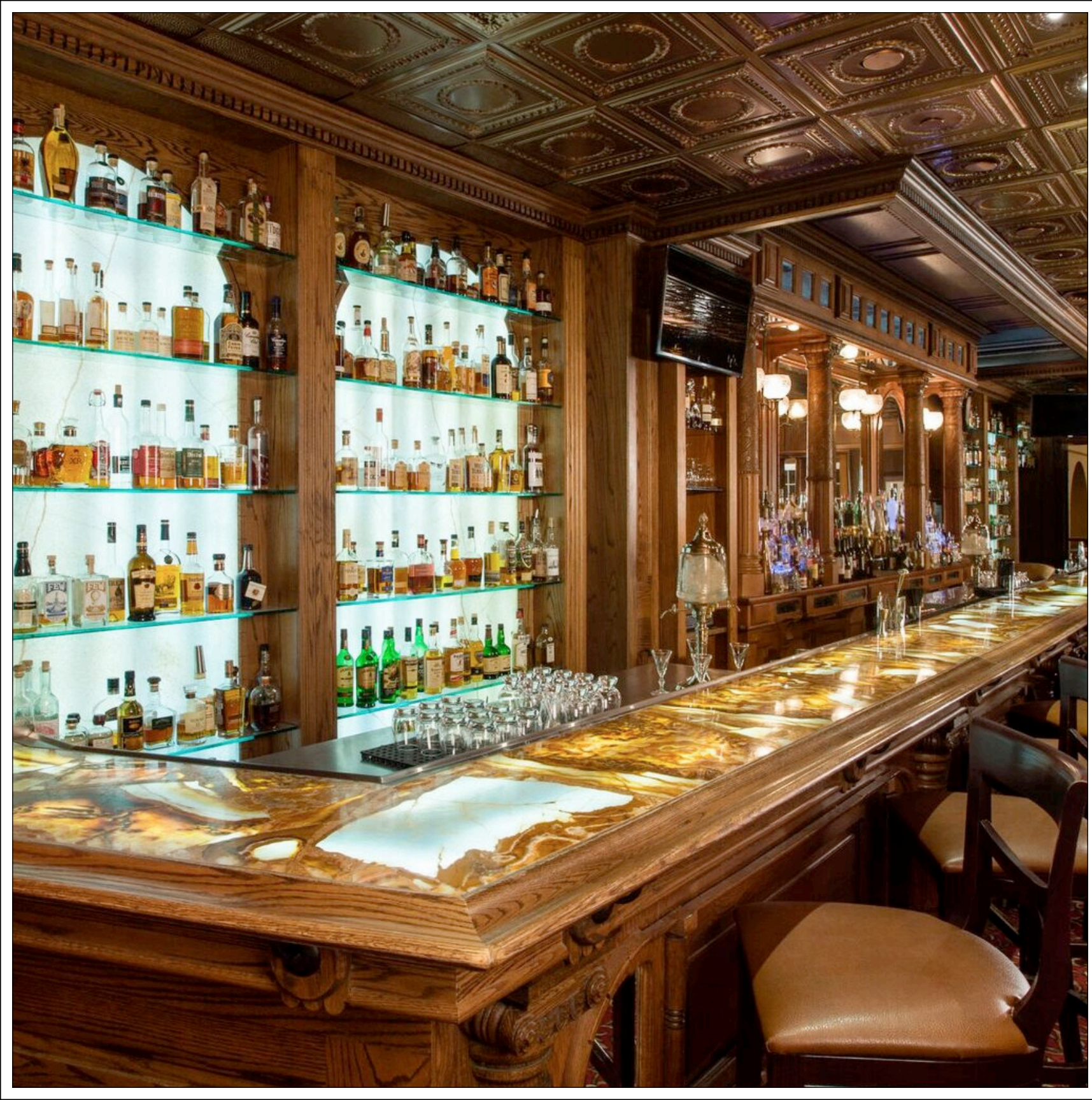


CASCADES RESTAURANT

Rated a Top 25 restaurant operator in Colorado for over 5 years in a row, Cascades Restaurant is a classic American restaurant and steakhouse featuring fresh, innovative dishes with a local flair and a focus on locally-sourced and sustainable ingredients.



- The Whiskey Bar features Colorado's largest collection with over 1,400 whiskey bottle types from all over the world
- Outdoor covered dining on Patio amidst cascading waterfalls
- Featured on numerous national and international travel programs and publications including Forbes, NY Times, Fodors and Condé Nast





MENU

| | |
|-----------------|--------|
| SANDWICH COMBO* | |
| 00 | \$8.00 |
| 00 | \$8.00 |
| 00 | \$9.00 |
| 50 | \$7.50 |
| PEPSI PRODUCT | |

SMOOTHIE

- STRAWBERRY
- RASPBERRY
- WALDBERRY

\$4.50

SPECIALTY SMOOTHIES

- CAPPUCCINO
- VANILLA CAPPUCCINO

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The Stanley Hotel

RASPBERRY

PEANUT BUTTER
GLAZED WITH
RAISINS & FALSA

TRADITIONAL
Cinnamon Rolls

TRADITIONAL
Danish

CHOCOLATE
GLAZED WITH
SPRINKLES

TRADITIONAL
Cinnamon Rolls

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MARKETPLACE AT THE STANLEY

Marketplace at The Stanley features a broad range of specialty retail, gourmet coffees, historical archives, and activity and tour excursions. This 18-hour operation creates a vibrant shopping experience for the hotel's 400,000 annual visitors.



THE LODGE

AT THE *Stanley*

The Lodge at The Stanley is a boutique Estes Park hotel, coupling a European-style bed & breakfast and historic Colorado experience under one roof. The hotel features recently renovated accommodations and multi-purpose spaces and a more upscale Stanley experience.



- Private upscale lounge and meeting areas
- Pet-friendly room accommodation options
- Dedicated on-site customer service and concierge





ASPIRE AT THE STANLEY HOTEL

ESTES PARK, COLORADO, USA

A brand new, 48 key wellness and outdoor recreation-themed accommodation featuring state-of-the-art technology, contemporary finishes, a wellness spa and fitness center outdoor pool, and stunning Rocky Mountain views.

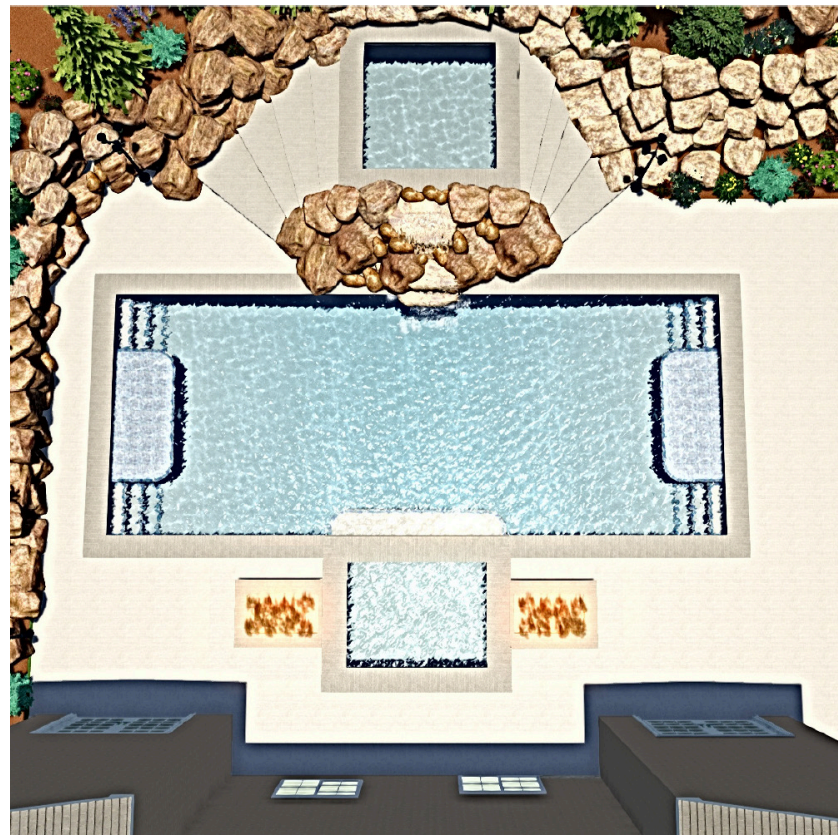
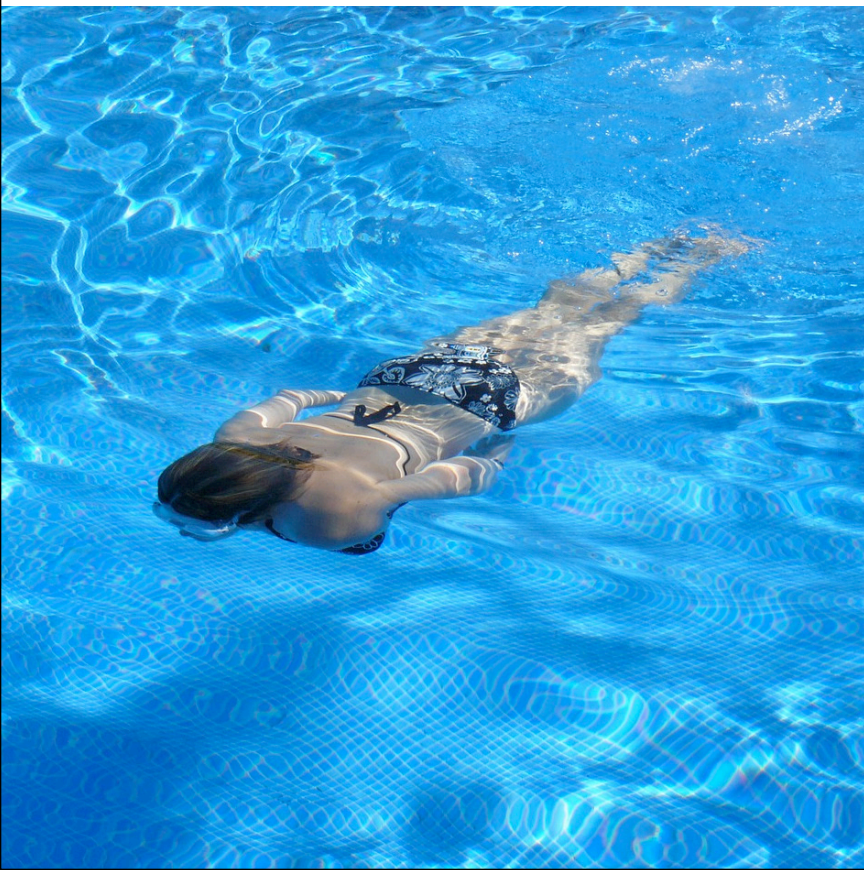
Completed in 2016, the stand-alone Aspire hotel compliments and reinvigorates the original 109-year-old resort. As an activity hub for the entire campus, Aspire is the launch point for world-class adventure in Rocky Mountain National Park ranging from rock climbing and wildlife hikes to back country skiing and ice climbing.

Aspire's oversized rooms feature en-suite kitchens, private balconies, modern décor and some of the most vistas in Estes Park.



SPA AT ASPIRE

Expansion of Aspire continues with the addition of the Spa at Aspire, which is currently under construction and scheduled to open in fall of 2019. Once complete, the spa will include the addition of 8 spa treatment rooms, steam room and sauna, a large outdoor pool and grotto as well as a state-of-the-art workout facility. A restorative salt cave will also be installed integrating homeopathic as well as traditional spa treatments. Additional plans include a rooftop meditation deck offering 360 degree views into Rocky Mountain National Park





OUTDOOR ADVENTURES

Aspire and internationally renowned outdoor adventure experts, Kent Mountain Adventure Center (KMAC), have teamed up to create the ultimate way to stay and play in Rocky Mountain National Park (RMNP). Visit their basecamp located in the Aspire building where guests enjoy custom tailored, all- inclusive adventure packages perfect for first-timers and seasoned thrill-seekers alike.



- All inclusive, year-round, outdoor adventures for all ability types
- Exclusive National Park commercial access permits
- Licensing with over 30 accredited guides
- Nationally recognized – USA Today, The Guardian, CNN, Sunset Magazine, Forbes

THE PAVILION

In April of 2018, The Pavilion at The Stanley opened with great fanfare. This \$10M free standing features 7000 sq. ft. of wedding, conference and multi-purpose space and a 300 seat indoor/outdoor amphitheater with movable glass wall. Set against the giant granite rocks with private pond there's even a private wedding lawn for more intimate ceremonies.



Prior to opening, The Stanley entered into an exclusive sales, marketing and operating agreement with Denver-based Occasions Catering for the brand-new Pavilion Amphitheater. This strategic partnership leverages Occasions 45-year+ operating history and client base to offer best-in-class customer service and product offerings.

EST•1970

OCCASIONS

CATERING



STANLEY LIVE: CONCERTS & ENTERTAINMENT

Stanley Live is more than a concert ticket. It's a destination experience to see national touring artists and entertainers in the intimate settings of the 110-year-old Stanley Concert Hall or the dazzling Pavilion Amphitheater. Guests enjoy award-winning performances, pre and post-show VIP receptions, artist meet-n-greets, dance lessons, impromptu appearances and a community of fellow fans.



- Signature recurring artists including Rick Springfield, Los Lobos, David Crosby, Three Dog Night, Bacon Brothers, Graham Nash and more
- Diverse entertainment and inspirational speakers including comedians like Jim Breuer, Tom Papa, Josh Blue and Dana Gould as well as iconoclasts like Dr. Temple Grandin
- Rave fan and artist review:

“What a great place. I can’t wait to come back.”
Rick Springfield

“The crowd was great, the venue first class, and you took such great care of the band and me.”
Scotty Morris, Big Bad Voodoo Daddy

THE Stanley — LIVE —

In 2018, Stanley Live hosted more than 50 events that include strategic partnerships with some of the largest entertainment promoters.

AEG
PRESENTS



PHYSICAL FEATURES

Total Number of Rooms:

Stanley: 98 rooms • Lodge: 40 rooms • Aspire: 53 rooms • Residences: 53 (18 in Stanley Residences)

Design Aesthetics:

The architectural style: The hotel was built in Georgian Colonial Revival style architecture. Stanley chose this design due to his English lineage. This style originated in the 1600's and got its name from the ruling English monarchs of the time. The style reached America in the 1700's and was known as a mark of wealth. It is characterized by highly symmetrical and balanced designs with motifs such as Palladian or pseudo-Palladian windows. There are two exceptions to the rule of symmetry 1) an extra gable to the right of the bell tower, installed to support the elevator in 1935 2) and two additional windows on the lower level of the west wing of the hotel. There are three windows on the east side and there are five on the west. The additional two windows were added after an explosion in 1911. A porch was enclosed to expand the MacGregor dining room. The original mustard yellow color of the hotel and red roof were a common trait with this style of design. Rumor has it that yellow was originally chosen since it was one of the most expensive paint colors, and that the Stanleys had gold flecks put into the paint. The second owner, Roe Emery changed the color to white in 1935. These appear to have been the only two colors of the hotel.

RECREATION

The Stanley Hotel and internationally renowned outdoor adventure experts, Kent Mountain Adventure Center (KMAC), have teamed up to create the ultimate way to stay and play in Rocky Mountain National Park (RMNP) this summer! Our custom tailored, all-inclusive adventure packages are perfect for first-timers and seasoned thrill-seekers alike.

Summer Activities:

Hiking, rock climbing, repelling, mountaineering, star gazing, paddle boarding, jeep tours and horseback riding nearby

Winter Activities:

Snow shoeing, cross country skiing, ice climbing, backcountry skiing

MEETING ROOMS

Stanley: 5 Meeting rooms and 9200 square feet

Lodge: 3 Meeting Rooms and 2970 square feet

Pavilion: 3 Meeting Rooms, and over 10,000 square feet

Concert Hall: 3052 square footage

Exterior Space: 9 locations and over 10,000 square feet

SPECIAL FEATURES

Tours, Hedge Maze, Dining in Cascades and Patio, Libations in Whiskey Bar and Veranda, Family Activities, etc.

DINING

Cascades:

Cascades Restaurant is a classic American restaurant and steakhouse featuring fresh, innovative dishes with a local flair and a focus on sustainable ingredients. Seasonally and weather permitting, Cascades also offers an outdoor covered patio with views of the cascades waterfall.

Whiskey Bar:

The Whiskey Bar & Lounge features lunch and dinner as well as fine beverage selections, a historic cocktail menu and Colorado's largest selection of whiskeys and single malt scotches.

Colorado Cherry Company:

Sample hundreds of gourmet food items including signature cherry jams, jellies, and spreads along with Cherry Co. cherry juices, cider blends, and deliciously crafted coffee beverages.

The Patio & Veranda at The Stanley:

The Patio at The Stanley is a unique new dining option at The Stanley focused on fresh seasonal ingredients with a nod to traditional Colorado cuisine. Enjoy clean, simple food that is vegetable forward and works with local farmers and ranchers.

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