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Westin to Operate Silvertree Hotel

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Westin is finally welcome in Snowmass Village.

The new owners of the Silvertree Hotel have tapped the international hotel company to run the longtime business, which will be renamed as the Westin Snowmass Resort, officials close to the deal said Thursday.

Westin was part of the original Base Village agreement approved by voters in 2004. But the then developer, Related Westpac, convinced the Town Council to change the approval for a hotel from a Westin to the Viceroy, which opened in 2009.

Town officials have long sought the respected Westin brand, and David Wasserman, principal of the ownership group that bought the Silvertree, the Wildwood Lodge and the Snowmass Conference Center for \$42 million in June, said he has high hopes.

“We’re thrilled to have Westin,” he said. “We’re confident that they can do great things with the Silvertree.”

Wasserman said he expects the new brand to better drive convention business to the village and be an overall better draw for tourists to stay in Snowmass.

While Westin will also take control of the conference center, the Wildwood will not be under the new corporate brand, said Aspen attorney Joe Krabacher. He helped with the joint purchase of the properties by Wasserman Real Estate Capital and Starwood Capital Group.

The Wildwood will likely be run as a boutique lodge, with reservations available through the Starwood Hotel reservation system.

Krabacher said he expects for Westin officials to arrive soon to begin the transition, though the new management is not expected to take complete control until the Silvertree is renovated after the upcoming ski season.

The current 200 to 300 employees of the Silvertree will be able to reapply for their jobs with Westin.

The corporation has a “great training program that will send [current Silvertree employees] to other Westins,” Krabacher said. “This can be a great opportunity for them to work for an international hotel company.”

Susan Hamley, director of Snowmass Tourism, said the naming of Westin is a significant advancement in what the town is able to offer lodging-wise. The new hotel will be a 3.5-star hotel, she said.

“I’m most thrilled about the brand’s marketing strength and reach, which will likely extend beyond what Snowmass Tourism and our stakeholders combined can achieve,” Hamley said.

Krabacher mentioned the original deal to bring in a Westin when Base Village was approved and said the company was anxious to get in the Silvertree space.

“We’re encouraged,” he said. “We think it’s going to be great for Snowmass.”

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