



ESTES PARK  
WELLNESS  
CENTER

## Estes Park Wellness Center and Aspire Hotel Concept

The Estes Park Wellness Center and Aspire Hotel in Estes Park, Colo., will combine research-based, holistic wellness and sports performance services with four-star hospitality, in one of the world's most beautiful settings. Clients will work with a multi-disciplinary team that addresses all seven dimensions of health (emotional, environmental, intellectual, occupational, physical, social, and spiritual) to maximize what can be accomplished during their stay and provide long-term results upon returning home. The science-based strategies and assessment techniques that form the basis of many of the Center's wellness programs were developed through years of research at the University of Colorado. In addition to time spent improving physical fitness, metabolic function, nutrition, sleep, stress management, and quality of life/life satisfaction, guests can enjoy spa services, outdoor adventures, and complementary/integrative therapies designed to enhance their health and well-being.



*The Historic Stanley Hotel,  
Estes Park*

### **Market Opportunity**

Planning vacations for the purpose of promoting and improving health of body and mind is known broadly as wellness tourism. This unique segment of the global tourism market was estimated to have generated \$494 billion in revenues in 2013, accounting for 14.6% of all tourism spending.<sup>i</sup> Wellness tourism continues to be one of the fastest growing tourism segments with 12.7% growth from 2012-2013, compared to 7.3% of the overall tourism industry<sup>ii</sup> making it a top choice for investment and innovation.

Estes Park's physically connected Wellness Center and Aspire Hotel will build on this opportunity through a unique public-private partnership between Estes Park Medical Center and Grand Heritage Hotel Group, owner and operator of the historic Stanley Hotel. The state-of-the-art facilities will create a globally-recognized destination offering the best of resort hospitality, wellness programming and sports performance training based on university-caliber scientific research.



*Wellness Center Rendering*

### **The Estes Park Wellness Complex**

At the center of the \$30 million complex will be the Wellness Center owned and operated by Estes Park Medical Center to provide health and lifestyle transformation retreats. Cutting-edge medical assessments and techniques will be used by top trainers, physicians, nutritionists, and coaches to help guests leverage a better understanding of their bodies, redefine personal boundaries and achieve their personal health and fitness goals.

To serve elite athletes and weekend-warriors interested in taking their athletic endurance and ability to the next level, the Wellness Center will work with partners specializing in sports performance and coaching. The same science-based assessment techniques and whole-person approach will be used to tailor a training and nutritional program that will prepare clients for their next adventure or competition.

Grand Heritage Hotel Group will own and operate the four-star hospitality component connected to the Wellness Center to integrate lodging accommodations, food and beverage, and resort amenities. This health and wellness hospitality concept is the first of a worldwide brand roll-out by Grand Heritage called Aspire Hotels and Resorts.

All amenities in the Aspire Hotel and other complex facilities will be designed to complement the Wellness Center programming with the goal of extending guest stays and creating multi-dimensional experiences that help guests reach their wellness aspirations.

### **A Perfect Place to Focus on Health**

Estes Park offers a spectacular natural setting and the ultimate location to re-energize and focus on personal health and well-being. Four fabulous seasons greet visitors with outdoor activities and adventures, breath-taking scenery and wildlife viewing. The rustic mountain village sits at an elevation of 7,522 feet above sea-level, providing athletes an edge for training<sup>iii</sup> and providing those seeking to lose weight a metabolic advantage.<sup>iv</sup>

The area is renowned for its recreational offerings with a large number of cycling paths and jogging trails, dozens of rock faces to climb, golf courses, and tennis courts, in addition to Rocky Mountain National Park's more than 300 miles of hiking trails, most of which transition to cross-country skiing or snowshoeing in the winter. Complementing the abundance of physical activities that this mountain playground offers, the serene beauty has a calming, balancing effect making it the perfect getaway for individuals, families and groups.

###



### **About The Estes Park Medical Center**

The Estes Park Medical Center (EPMC) is a not-for-profit organization dedicated to promoting wellness and providing the highest-level of quality healthcare. We believe there are seven essential dimensions to wellness – emotional, environmental, intellectual, occupational, physical, social and spiritual. That philosophy combined with our inspirational mountain environment and modern understanding of medicine can transform lives, improve health and increase athletic performance. EPMC will own and operate the Estes Park Wellness Center as a 501(c)(3) nonprofit.

The EPMC campus includes a 25-bed critical access hospital with a 24-hour emergency department, a 60-bed skilled nursing facility that serves immediate and skilled healthcare needs, and a 14-physician medical practice. In addition, 24-hour Advanced Life Support Ambulance Service, medical/surgical services, obstetrics, a specialty clinic, orthopedics, sports medicine, and home health and hospice services are provided. EPMC has served the Estes Valley and surrounding areas since 1975, and is designated as a Level IV Trauma Center. [www.epmedcenter.com](http://www.epmedcenter.com)

### **About The Stanley Hotel/Grand Heritage Hotel Group**

From one-of-a-kind historic properties to world-class destination resorts, Grand Heritage specializes in individually distinctive, significant hotels in high-profile destinations. Grand Heritage was founded in 1989 by John W. Cullen and has built a proven track record of developing and operating one-of-a-kind properties and resorts in some of the world's most inspiring locations.

The company is sound in its belief that independent hotels possess a one-of-a-kind legacy that should be preserved, maintained, and allowed to flourish. In 2013, Grand Heritage launched its Aspire Hotel brand focusing on destination wellness properties on or near national parks and other global heritage sites. Globally, the Aspire brand has over \$400M in project development underway starting with the United States, United Kingdom and Mexico. Grand Heritage will own and operate the hotel accommodations adjoined to the Estes Park Wellness Center, in addition to a 44-room Residence building and 250-seat amphitheater located steps from the Wellness Center and adjacent to the main building of the Stanley Hotel. [www.grandheritage.com](http://www.grandheritage.com)

### **About The University of Colorado Anschutz Health and Wellness Center**

The University of Colorado Anschutz Health and Wellness Center at the Anschutz Medical Campus in Aurora, Colo. came to life thanks to the Anschutz Foundation and the University of Colorado. These two visionary organizations invested in a state-of-the-art facility, top researchers, scientists and a multi-disciplinary team to create the nation's go to source of information and programs on wellness. Top researchers work side-by-side with clinicians to develop and deliver wellness programs and work with community interventionists to take



these programs beyond the walls of the center into communities. The mission of the center is to transform the lives of individuals and communities through science-based wellness strategies. [www.anschutzwellness.com](http://www.anschutzwellness.com)

The University of Colorado will provide training and credentialing for the programs licensed by the Estes Park Medical Center, in addition to research, software tools and staff support.

<sup>i</sup> Global Wellness Institute, Global Spa & Wellness Economy Monitor, September 2014

<sup>ii</sup> Global Wellness Institute, Global Spa & Wellness Economy Monitor, September 2014

<sup>iii</sup> Chapman, R.F., Karlsen, T., Resaland, G.K., Ge, R.L., Harber, M. P., Witkowski, S., Stray-Gundersen, J., Levine, B. D. (2014, March). Defining the “Dose” of Altitude Training: How High to Live for Optimal Sea Level Performance Enhancement. *Journal of Applied Physiology*, 116: 595-603. doi: 10.1152/jappphysiol.00634.2013. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/24157530/>

<sup>iv</sup> Chapman, R.F., Karlsen, T., Resaland, G.K., Ge, R.L., Harber, M. P., Witkowski, S., Stray-Gundersen, J., Levine, B. D. (2014, March). Defining the “Dose” of Altitude Training: How High to Live for Optimal Sea Level Performance Enhancement. *Journal of Applied Physiology*, 116: 595-603. doi: 10.1152/jappphysiol.00634.2013. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/24157530/>