



## NEWS RELEASE

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### The Gant Celebrates 45<sup>th</sup> Anniversary by Launching Conservation Initiatives to Keep Colorado Postcard-Perfect

*Resort partners with Leave No Trace to curb environmental impact deteriorating popular tourist spots*

ASPEN, Colo., - Mar. 12, 2018 – Since 1973, [The Gant, A Destination Hotel](#) has welcomed millions of guests seeking to experience Aspen’s four-season playground. With great tourist appeal comes great responsibility to help protect the landscape that makes Aspen a destination of choice for outdoor enthusiasts. An industry leader and conservation steward, The Gant employs several sustainable initiatives on-property, but as population and tourism numbers rise, the resort was compelled to help preserve Aspen’s landscape. To commemorate the resort turning 45, The Gant and the [Leave No Trace Center for Outdoor Ethics](#) have launched a series of active-education guest initiatives and anniversary incentives to inspire responsible tourism.

“We wanted to partner with our guests and local stewardship organizations to put change into motion,” said Lou Eppelsheimer, director of sales and marketing at The Gant. “By taking proactive steps now, we can all do our part to keep Aspen pristine and celebrate the successes of our collective efforts for years to come.”

#### **Making a Difference...Together**

The Gant is partnering with Leave No Trace on the [Hot Spots](#) program, which brings much-needed programs and support to threatened natural areas. Hot Spots are recreation areas throughout the country that have sustained damage from extreme overuse that can be revitalized with a unique blend of trainings, expert consulting, education programs for youth and adults, service projects, monitoring programs and more. In 2018, Leave No Trace identified 20 Hot Spots, of which five are in Colorado, including Conundrum Hot Springs in Aspen.

“This new partnership with the Gant is a great step in the work to bring Leave No Trace education to Aspen visitors, who are so often headed outside to enjoy everything the Roaring Fork Valley has to offer,” according to Dana Watts, Leave No Trace’s Executive Director.

To advocate awareness and support, The Gant will:

- Work with Leave No Trace to launch the hospitality industry’s first concierge training program to provide guests with a certified member on-property for local conservation tips and awareness initiatives
- Donate \$45 from each room reservation booked in 2018 to help fund Hot Spots restoration efforts
- Distribute conservation tips, environment facts and nature trivia to guests at check-in
- Host education clinics on-property with Leave No Trace to teach responsible travel and land stewardship
- Volunteer employee time to help with Conundrum Hot Springs restoration on Aug. 2-5

In addition to these initiatives with Leave No Trace, The Gant currently employs other eco-friendly policies on-property, including:

- Hydrogen peroxide based cleaners
- Re-use towel guest program
- Large format bottles of shampoo, body wash, conditioner and lotions
- Saltwater pools
- WE-Cycle bike share station
- Two Tesla charging stations
- Complimentary in-town transportation

### **Anniversary Guest Perks**

The Gant's partnership with Leave No Trace is one way the resort is commemorating its anniversary. Guests can also book four nights and receive the fifth night free on any unit now through Dec. 31, 2018. Pepperjack's, the resort's onsite café, will also be serving \$4.50 seasonal beverages. Now through the end of the ski season, guests can warm up with a PJ's Cider, a blend of hot apple cider, Woody Creek whiskey and cinnamon stick.

To learn more about The Gant or to book a reservation, visit [www.gantaspen.com](http://www.gantaspen.com) or call 800.549.0530.

### **About The Gant, A Destination Hotel**

The Gant combines the comforts and conveniences of home with the pampered touch of resort-inspired guest services and amenities. Long regarded Aspen's finest condominium resort, The Gant boasts a distinct collection of privately-owned, luxury condominiums and residences ideally suited for leisure or meeting excursions in the mountains. Situated in a tranquil enclave at the base of Aspen Mountain, The Gant affords guests convenient access to world-class shopping, dining, culture and all-season outdoor experiences. Follow us on Twitter: @[TheGantAspen](https://twitter.com/TheGantAspen). Like us on Facebook: [GantAspen](https://www.facebook.com/GantAspen)

### **About Destination Hotels**

Destination Hotels (Destination) is a collection of luxury and upscale independent hotels, resorts and residences across the United States. Offering authentically-immersed and enriching experiences, each property is individual at heart, yet connected by a commitment to drawing upon the best of each location. Highly distinct, the Destination experience is always memorable and matchless; guests will feel the locale in a genuine way through each property and during the engaging moments cultivated both in and outside of them. Continuously growing with more than 40 properties, the award-winning portfolio features 19 renowned golf courses, 18 indigenous spas, and 112 exceptional bars and restaurants. Destination Hotels are true to our place; diverse by design. For more information, visit [www.destinationhotels.com](http://www.destinationhotels.com). Follow us on Twitter: @[Destination](https://twitter.com/Destination). Like us on Facebook: [DestinationHotels](https://www.facebook.com/DestinationHotels).

### **About Leave No Trace Center for Outdoor Ethics**

Leave No Trace is an international movement, nonprofit organization and education program dedicated to protecting the outdoors by teaching people to enjoy it responsibly. The organization accomplishes this mission by delivering cutting-edge education and research to millions of people across the country every year. Learn more at [www.LNT.org](http://www.LNT.org).

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