

The Peaks Resort & Spa, Telluride, Colorado

The Peaks Resort Debuts “Next Level Spa”

The Peaks Resort in Telluride had established a wonderful reputation for sports and spa enthusiasts. However, the resort decided if it was going to be competitive with destination spas like Canyon Ranch, it would have to create a destination spa within itself and an exciting launch plan. Through Sharon’s recommendation for branding the spa, within three months of opening, the property received more than 30 million impressions!

The resort was the first to offer the full benefits of a destination spa in a resort spa setting. The property accomplished this through the creation of a separate enclave of guest rooms offering 24-hour spa access, the one-on-one attention of a dedicated spa concierge and a highly flexible program of traditional and innovative spa services customized to each guest’s personal goals.

Sharon managed the launch and advised and guided the resort on a branded image campaign that targeted the media and consumers. A new logo and press kit was devised, with new stationary, as well as a dedicated phone number for the spa – 888-SPA-HLTH. The press kit was then sent with a pitch letter to 300 media outlets prior to opening including sports-oriented media.

Along with the press kit, a special “Next Level Spa” press fam trip was created to highlight the spa. With persistence, Sharon convinced publications that never took travel fam trips to join her for a week in Telluride in September. *Vogue, Elle, Conde Nast, Shape, Coast, The New York Times* are some of the 12 outlets that joined her on the press fam. The results from this branding campaign creating excitement for the new destination spa and reservations.