



## FOR IMMEDIATE RELEASE

### Luxury Travel Guide Names Iron Mountain Hot Springs the Innovative Hot Springs Centre of the Year for Colorado

*America's newest hot springs destination is recognized by Luxury Travel Guide Awards, which represent the pinnacle of hospitality achievement around the globe.*

**Glenwood Springs, Colo.** (June 21, 2017) — The Iron Mountain Hot Springs has been named Innovative Hot Springs Centre of the Year for Colorado by the Luxury Travel Guide (LTG), a leading provider of travel news, reviews and features. Located in Glenwood Springs, Colo., the Iron Mountain Hot Springs features 16 thermal soaking pools filled with pure mineral water, plus a freshwater family pool and jetted spa, nestled on the bank of the Colorado River.

“It is such an honor to be recognized with this award, especially with less than two years under our belts here,” said Steve Beckley, co-owner of Iron Mountain Hot Springs. “Since opening in July 2015, we’ve listened to feedback from our guests to grow and improve the business. So far, we’ve enlarged the locker rooms, installed a sand-based filtration system and added an outdoor

Rejuvenation Station with rainfall showers to cool off in between soaks, and we have long-term plans for more expansion. All of this is made possible by the dedicated team at Iron Mountain Hot Springs.”



James Drakeford, editor in chief at LTG, commented on their win, “Finding a unique place that offers nothing but tranquillity can be very difficult; however, when visiting Colorado, you do not need to look far to find this perfect place. I was really happy to inform Iron Mountain Hot Springs of their win and I look forward to working with them throughout 2017.”

According to the LTG, which is headquartered in Birmingham, United Kingdom, the awards represent the pinnacle of hospitality achievement, championing the best in their respective fields, paying tribute to and commending all those who have excelled in the industry. The judging panel for the awards included Shane Green, host of “Resort Rescue”; travel expert Claire Newell; luxury travel photographer Antonio Cuellar and the in-house team.

“One of our primary goals at Iron Mountain Hot Springs is to provide our guests with a European-style wellness experience,” said co-owner Mogli Cooper, who grew up in Lucerne, Switzerland, where Kurorts, curative destinations centered around hot springs, are considered as essential to maintaining health as going to the doctor for regular check-ups. “It is so rewarding to receive this recognition alongside so many prestigious resorts around the world.”

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This year saw an unprecedented number of shortlisted companies, providing strong competition in every category. All winners of the Luxury Spa and Wellness Awards are subject to the same rigorous assessment criteria, including innovation, design, rooms and facilities, gastronomic achievements, service excellence, use of technology, sustainable development, marketing and branding, employee satisfaction and location. Adds Drakeford, "This ensures only the most deserving firms and individuals walk away with one of these prestigious accolades."

The LTG website states that attractive and informative websites, and positive and engaging social media content, are all important in these awards; having a well-designed and attractive website means that the judges have access to all the information they need to make a decision. Engaging with customers and guests, whether it is on social media with pictures, conversations and event updates, or on review sites where they accept and respond to both positive and negative feedback, is also crucial.

The Iron Mountain Hot Springs, located on the bank of the Colorado River in scenic Glenwood Springs, is America's newest hot springs destination. This is not the first accolade for the company; Iron Mountain Hot Springs was named Bosco Tourism Business of the Year by the Glenwood Springs Chamber Resort Association in 2016. Visitors can find more information at [IronMountainHotSprings.com](http://IronMountainHotSprings.com) and [Facebook.com/IronMountainHotSprings](https://Facebook.com/IronMountainHotSprings), and by calling 970-945-4766.

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**About the Iron Mountain Hot Springs**

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The Iron Mountain Hot Springs, located on the bank of the Colorado River in Glenwood Springs, is America's newest hot springs destination. Soaking options include 16 thermal water pools filled with 100 percent pure mineral water, with temperatures ranging from 98 to 108°F, and a freshwater family pool with a whirlpool spa. The bathhouse features locker rooms, family changing rooms and a retail shop. The Sopris Café serves snacks, meals and drinks.

**About Luxury Travel Guide**

As an exclusive resource for affluent travellers, the readership consists of high net worth individuals, members of the business community and professional individuals. The Luxury Travel Guide prides itself on being the leading provider of travel news, reviews and features for its global readers. The publication also provides objective content on holiday destinations, hotels, spas, entertainment, technology and more.