

Alyeska Resort Unveils New Black Diamond Club Suites and Amenities for June 2024 Inviting guests to experience luxury on the threshold of adventure year-round



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Girdwood, Alaska (April 16, 2024): As part of continued investment in its Alaska footprint, Pomeroy Lodging has completed the first major room renovation for its <u>Alyeska Resort</u>, debuting the new Black Diamond Club in June 2024. This new luxury offering will provide premium accommodations, services, and amenities exclusive to the resort's 8th-floor guests. Since purchasing the resort in 2018, <u>Pomeroy Lodging</u> has made key investments and hires to evolve and enhance its mountain and hospitality experience, including the addition of <u>Nordic Spa</u> in September 2022 and Forte Italian Restaurant. Meanwhile, the Black Diamond Club opens as Alyeska Resort prepares for an exciting year of new mountain experiences, such as the July opening of its new adventure activity, <u>Veilbreaker Skybridges</u>, and its <u>12 hiking trails</u>, such as the popular 2.2-mile North Face Trail ascending 2,000 feet.

The new Black Diamond Club (BDC) takes over the resort's top floor, which is accessible only to guests with keycard access, offering privacy and exclusivity. The renovation includes 36 newly appointed rooms with styles ranging from the 325 sq. ft. club rooms to a 1,971 sq. ft. glacier presidential suite, each outfitted with a 50-inch smart screen television, Nespresso machine, Dyson hair dryer, luxury jersey robes and slippers, bathroom amenities by Bamford, luxury linens and a pillow menu to cater to individual sleep style. The BDC's exclusive lounge offers the resort's most premium views with vistas of its surrounding glaciers and Chugach mountains. From here, guests have access to a private concierge to arrange daily activities on and off the property and a VIP Ski Valet in the winter. A dedicated lounge will also extend daily complimentary breakfast and afternoon après cocktails and refreshments exclusive to BDC guests.

"Alyeska's new Black Diamond Club will be the ultimate home base for those looking to reach new heights of comfort on their Alaskan adventure. The curated experience will provide guests with uncompromising levels of service and amenities throughout their stay," shares Owner Ryan Pomeroy.

Guests of the Black Diamond Club can also access the hotel's helipad, which allows heli and cat skiers convenient access to the world-famous Chugach Mountain range, which covers miles of mountain terrain with alpine bowls, colossal mountain faces, glistening glaciers, sheltered trees, and steep powder skiing. A winter and summer playground for all levels of riders and hikers, Alyeska Resort, is located just 40 miles south of Anchorage, Alaska, in Chugach State Park, offering glacier-filled views and Northern Light sightings. In the winter, guests are on the doorstep of 1,610 skiable acres, including the longest double black diamond run in North America. The mountain is home to a 60-passenger aerial scenic tram with panoramic views, which leads to its 76 trails, including North America's longest continuous double black diamond run. The mountain resort also features seven dining experiences, including <u>Seven Glaciers</u>, a AAA Four Diamond Award restaurant with unparalleled views overlooking seven hanging glaciers.

Alyeska Resort is the perfect base camp for endless adventure and relaxation. Guests can also enjoy Alaska's first-ever <u>Nordic Spa</u>, offering a way to disconnect to reconnect and experience a 50,000 sq. ft series of outdoor hot and cold Hydrotherapy pools, massage treatments, and wellness offerings. The traditions of Nordic spas provide great health benefits, including soothing sore muscles, creating a stronger immune system, reducing inflammation, and releasing endorphins. The experience includes cold water plunges and waterfalls, aromatherapy-infused steam rooms, a Halotherapy Signature sauna, a Finnish sauna, and an exfoliation cabin featuring Alaskan sea salt, all connected by a heated pathway.

Prices for the Black Diamond Club for the 2023/2024 ski season start at \$699 for a suite and \$3,499 for the presidential suite.

About Alyeska Resort:

<u>Alyeska Resort</u> is Alaska's premier year-round destination, featuring over 300 rooms, a 60-passenger aerial scenic tram, a 50,000 sq. ft. Nordic Spa, and seven dining offerings, including Seven Glaciers, the resort's AAA Four Diamond Award restaurant. Starting this 23/24 winter season, Alyeska Resort joins Ikon Pass as the first mountain to be offered in Alaska, extending its 1,610 skiable acres, 76 named trails, and over 669 inches of snow annually for skiers and riders of all levels. In the summer, Alyeska is your gateway to the Chugach Mountains, from its various trails or its new 600 ft. Veilbreaker Skybridges offers a peek into the vastness and wild nature of this breathtaking mountain range. Home to numerous wildlife and flora species, Alyeska seamlessly entwines luxury accommodations with convenient access to nature. First opened in 1994, the resort was acquired in 2018 by Pomeroy Lodging, a Canadian hospitality company that operates the Kananaskis Lodge and Nordic Spa in Canada. To learn more about Alyeska Resort, visit <u>alyeskaresort.com</u>.

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About Pomeroy Lodging: <u>Pomeroy Lodging</u> is an independent hospitality company based in Alberta, Canada. Managing a wide portfolio of hotels, resorts, and spas since 1941, Pomeroy Lodging is deeply invested in the communities they operate in. Their investments go beyond the walls of their hotels and the land they build on. They are dedicated to making their people, partners, guests, and communities strong,

successful and sustainable. Pomeroy Lodging is driven to make a difference because they cherish where they come from and where they grow. Pomeroy Lodging has a dedicated leadership team with a clear vision for business development and partnership opportunities that provide development and growth opportunities to all employees.

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