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## TELLURIDE NAMED TOP TRAVEL DESTINATION BY USA WEEKEND AND USA TODAY

- Top 10 Places America Goes to Have Fun – *USA Weekend Magazine*
- Top 3 Destinations – Mountain Guide, *USA Today*
- 10 Great Places for Rustic Relaxation – *USA Today*

TELLURIDE, CO (May 24, 2004) – The word is out. Telluride is not only one of the country’s premier year-round resorts. But it’s a heck of a lot of fun, too!!

*USA Weekend Magazine* picked Telluride as one of the “Top 10 Places America Goes to Have Fun” in its fourth annual rating of American summer travel destinations. In addition to noting the numerous activities available throughout the year, Telluride was singled-out for its diverse schedule of summer festivals.

Focusing on resorts and locations that offer “good, old-fashioned fun”, *USA Weekend* asked travel experts and colleagues where they go to relax, laugh and be amazed and entertained.

Reaching a readership of 50 million people, *USA Weekend* appears in more than 600 newspapers each weekend.

Rounding out the list are: Las Vegas; Iowa State Fair in Des Moines; Times Square in New York City; Cedar Point Amusement Park in Sandusky, Ohio; Cape Cod; Tubing on the Guadalupe River in Texas; Audubon Zoo in New Orleans; Disneyland; and the National Air and Space Museum.

Telluride and its Skyline Ranch were also recognized among the top destinations in the United States, according to *USA Today*, a daily source of news and information for nearly 5.4 million readers.

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## TELLURIDE TOP DESTINATION BY USA TODAY

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Telluride was named in the top three destinations in *USA Today's* Mountain Guide, a special section featuring various mountain resorts and locations throughout the U.S. Telluride was highlighted for its “steep, rugged and breathtaking beauty,” in addition to its various outdoor activities and cultural events.

Nestled in a box canyon surrounded by majestic, 13,000-foot peaks of the San Juan Mountains, the Town of Telluride is filled with colorful legends and Rocky Mountain spirit.

*USA Today* detailed the evolution and charm of Telluride's remarkable history from a successful mining town and hub of Wild West lore, to its present-day status as a premiere year-round resort. Telluride is home to North America's only free gondola, which provides spectacular views and access to chic Mountain Village and its numerous hiking and biking trails.

Mountain Village offers the most discriminating guests luxury hotels and condos, stylish boutiques, innovative dining, and a state-of-the-art conference center. Enchanting everyone with its modern alpine elegance and overlooking some of the most magnificent peaks in the San Juan range, Mountain Village is the ultimate mountain retreat, complementing the rustic charm of Telluride to create “the best of both worlds” for visitors to this spectacular area.

Other top destinations named by *USA Today's* Mountain Guide include: Lake Tahoe, Calif.; Poconos, Pa.; Squaw Valley, Calif.; Angel Fire, N.M.; and Killington, Vt.

Skyline Guest Ranch in Telluride was tapped as one of 10 Great Places for Rustic Relaxation according to *USA Today*. Skyline's scenic beauty, huge log lodge and access to famed performer Fighting Ferrari, who played “Seabiscuit,” set the ranch apart from its competition.

Located in the breathtaking San Juan Mountains of Western Colorado, just eight miles from the town of Telluride, Skyline Ranch sits among the aspen and pine trees at an elevation of 9,600 feet and is surrounded by the mesmerizing beauty of the largest concentration of 14,000-foot mountains in the United States.

Rounding out *USA Today's* 10 Great Places for Rustic Relaxation are: 1880's Ranch, Anaconda, MT; Afognak Wilderness Lodge, Afognak Island, AK; Bradford Camps, Munsungan Lank, ME; Hideout at Flitner Ranch, Shell, WY; Highland Ranch, Philo, CA; Justin Trails Resort, Sparta, WI; Lake Placid Lodge, Lake Placid, NY; Out 'n' About Treesort, Cave Junction, OR; and Purcell Lodge, Golden, BC, Canada.

New this summer, visitors to Telluride can create a personalized vacation matching their interests with specific lodging, activity and event options, ensuring an unforgettable getaway. To customize a Telluride Summer Escape log on to [www.VisitTelluride.com](http://www.VisitTelluride.com)

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TELLURIDE TOP DESTINATION BY USA TODAY  
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Traditional hotel packages, including Skyline Guest Ranch, start at \$89 and reservations can be by contacting Telluride & Mountain Village Convention & Visitors Bureau at [www.VisitTelluride.com](http://www.VisitTelluride.com) or 1-88-TELLURIDE / 970-728-3041.

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