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FIVE STARS + FIVE DIAMONDS FOR THE LITTLE NELL

Aspen, Colo. (February 20, 2018) – The Little Nell is honored to continue a tradition of receiving Five Stars and Five Diamonds, the highest accolades by two of the most discerning guides in the luxury hospitality industry.

Forbes Travel Guide today unveiled its annual Star Rating list, naming The Little Nell as a Five-Star hotel, the only hotel in Aspen and one of just two in Colorado. Element 47 was recognized as a Five-Star restaurant, the only one in Aspen and one of just two in the state. The hotel has received this award since 1995 and the restaurant since 2015.

“We verify luxury and have the data to back it up,” Jennifer Kester, Forbes Travel Guide Editor, described in a release. “Our incognito inspectors evaluate properties based on up to 900 objective standards. Our standards — the most exacting in the industry — emphasize graciousness, thoughtfulness and personalized service.”

On Jan. 31, AAA announced its Diamond Rating list, recognizing The Little Nell as a Five-Diamond hotel, the only hotel in Aspen and one of just four in Colorado. The Little Nell has received AAA’s highest ranking for 27 years.

“Attaining a Five-Diamond Rating is an exceptional accomplishment that signifies meticulous attention to detail, creativity in enhancing comfort, outstanding service and memorable guest experiences,” Michael Petrone, Director of AAA Inspections & Diamond Ratings, said in a news release.

“Recognition for providing the very best in refined hospitality is an incredible honor,” added Simon Chen, Managing Director of The Little Nell and Residences at The Little Nell. “Our entire staff takes

great pride in providing the finest in service. Attention to detail and a genuine concern for our guests are paramount values shared by every member of our team.”

The past few weeks have been bountiful with industry awards for The Little Nell, as well as with powder-soft snow for Aspen. In the past seven days alone, Snowmass has received 36 inches of fresh snow, followed Aspen Highlands with by 28 inches, Aspen Mountain with 26 inches and Buttermilk with 17 inches.

Visit The Little Nell this spring and enjoy luxurious accommodations in our recently refreshed rooms by Champalimaud Design. A variety of packages are available to enhance your stay such as Ski Free with up to two lift tickets included with a three-night stay and Bed & Breakfast with a buffet breakfast for two at element 47. For more information and for reservations, please call 888.The.Nell (888.843.6355) or visit www.thelittlenell.com/accommodations for details.

About The Little Nell

Cosmopolitan yet intimate, contemporary yet timeless, The Little Nell invites guests to experience Aspen’s only Forbes Five-Star, AAA Five-Diamond, ski-in/ski-out hotel – a Relais & Châteaux resort. Follow The Little Nell on Facebook, Twitter and Instagram. #NellStyle

About Forbes Travel Guide

Forbes Travel Guide is the only independent, global rating system for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide’s incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. The company’s annual Star Ratings, reviews and daily travel stories help discerning travelers select the world’s best luxury experiences. www.forbestravelguide.com

About AAA Diamond Ratings

The AAA Inspected & Approved designation for hotels and restaurants and Four Diamond Award and Five Diamond Award ratings are among the most well-known and respected distinctions in the global travel industry. Each year AAA reviews more than 27,000 hotels. Just 0.4 percent make the AAA Five Diamond list. AAA Diamond Ratings for hotels represent a combination of the overall quality, range of facilities and level of services offered by the property. The descriptive ratings are assigned exclusively to properties that meet and uphold AAA’s rigorous approval standards. www.newsroom.aaa.com/diamond-ratings

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