

SNOWMASS

COLORADO

Celebrate the Season: Holiday Magic Comes to Snowmass, Colorado

Enjoy the 2024 Holiday Season with a Thanksgiving Community Potluck, Wintersköl, Holiday Happenings, Santa Sightings, and a New Year's Eve Torchlight Parade



Photo Credit: Sam Ferguson

Snowmass Village, Colo., (November 14, 2024) – Snowmass Village, CO, is an idyllic holiday destination, boasting breathtaking views of snow-capped mountains and pristine ski slopes. With festive lights and a warm, inviting atmosphere, this charming village embraces the 2024 holiday season in style. From Thanksgiving through the New Year, visitors can partake in a range of special experiences to celebrate this holiday season.

“The holidays in Snowmass are simply magical,” says Julia Theisen, Tourism Director, Snowmass Tourism. “It’s sure to be a wonderful holiday season including skiing with family, holiday lights, Santa coming to town, and four fun filled days of Wintersköl. We’re eagerly anticipating the magic of the festive season!”

Thanksgiving Feasts

Kick off the holidays in Snowmass with the [John Bemis Community Potluck](#), a beloved community Thanksgiving event with a 30+ year history, on Sunday, November 24 from 4:30 to 8:00pm at the Viewline Resort Snowmass, Autograph Collection. Doors and a cash bar open at 4:30pm, the community welcome and blessing take place at 5:00pm. Dinner is served at 5:15pm. The menu includes turkey, baked ham, mashed potatoes, stuffing, gravy, green bean casserole, roasted squash and carrots, plus rolls, and cranberry sauce. Community members

are encouraged to bring a dish to share and non-perishable donations to local non-profit, Harvest For Hunger. Last names beginning A-K, are asked to bring a side/salad; L-Z last names should bring a dessert. The event is free to attend.

Starting opening day of ski season, November 28, guests of all ages can enjoy [Snowmass S'mores](#), free starting at 3:30pm daily throughout the winter season, presented by Snowmass Tourism. Guests can find branded s'mores carts (which resemble oversized marshmallows) in Snowmass Base Village and on the Snowmass Mall, offering the classic s'mores fixings of marshmallows, chocolate, and graham crackers, for guests to roast and assemble around cozy firepits.

Holiday Merriments

Snowmass Village lights up for the holiday season on Friday, December 6 at 5:30 p.m. with the annual [Light Up the Night](#) tree lighting ceremony at and around the Snowmass Chapel. Enjoy cocoa, carols, a countdown, and an in-person visit from Santa Claus. Over 40 trees light up the night, making for a stunning picturesque display.

The [Collective Snowmass](#) comes alive as **Santa's Village** from December 17 through the New Year, complete with nutcrackers, inflatable snowmen, decorative lights, candy canes, art workshops, cookie decorating, crafts, comedy, and more. Guests can take photos and enjoy the festive holiday scene, daily during operating hours.

From December 18 through December 24, the [Viceroy Snowmass](#) offers daily activities including holiday crafts and story time, cookie decorating, snowman making, live music, and visits with Santa.

Celebrate **Hanukkah** at The [Collective Snowmass](#) with a large Menorah on display December 25, 2024 - January 2, 2025 and a special **Menorah Lighting Ceremony** with Town of Snowmass Village Mayor Alyssa Shenk on Sunday, December 29 at 6:00pm. The [Viceroy Snowmass](#) also features a Menorah Lighting, nightly from December 25-January 2, 2025.

Wintersköl Celebration

[Wintersköl](#), a beloved 73-year tradition celebrating "a toast to winter" debuts new dates and added activities in 2024. Historically held in Aspen in January, Wintersköl takes place December 12-15 in Aspen and Snowmass Village. For the full Wintersköl calendar, please visit aspenchamber.org/events/winterskol.

Wintersköl in Snowmass - December 12

[Anderson Ranch Arts Center](#) kicks off the Wintersköl festivities with the annual [Holiday Open House](#) on December 12 from 4:30 to 6:30pm. Follow candlelit paths through campus, touring the art studios and shopping for original artwork and creatively inspired gifts. The ArtWorks Store will be filled with stocking stuffers and gifts at various price points from this year's best-selling artists. Complimentary holiday gift wrapping is offered for all purchases. This event is free and open to the public. Registration is appreciated.

December 12 also sees the debut of the inaugural [Winter Windows](#) in Snowmass Village. In partnership with Buckhorn Public Arts, Roaring Fork Valley artists and designers are paired with businesses on the Snowmass Mall to create custom illuminated window displays, with 2D and 3D installations that celebrate the winter season and the character of Snowmass. Winter

Windows is featured during Wintersköl, December 12-15, with judging and community voting on December 14 during the Winter Intentions Lantern Display and an awards ceremony on December 15 during the Snowmass Retro Party. Winter Windows will remain on the Snowmass Mall through the new year.

Wintersköl in Snowmass - December 13

[The Collective Snowmass](#) opens the **Game Lounge** with free access from 2:00 to 8:00pm, while **Game of Stones** takes place on The Rink from 2:00pm to 4:00pm. Enjoy extended [Snowmass S'mores](#) from 3:30 to 5:30pm at the Snowmass S'more carts on the Snowmass Mall and in Snowmass Base Village, featuring free hot chocolate and a custom Snowmass Wintersköl giveaway. Explore the [Holiday Market](#) from 5:00 to 8:00pm at the Snowmass Conference & Events Center, featuring over 20 local artisans and their wares. Discover unique, handcrafted gifts and one-of-a-kind treasures, while enjoying festive cocktails, lively tunes, and supporting local artists. Don't miss **Decemberween**, the second annual locals Halloween themed costume party, a la "Nightmare Before Christmas" at the [New Belgium Ranger Station](#) from 6:00 to 10:00pm. The party features drink specials, three DJs, giveaways for the best costume, and all-around spooky fun.

Wintersköl in Snowmass - December 14

The [Holiday Market](#) is open from 12:00 to 6:00pm at the Snowmass Conference & Events Center. Extended [Snowmass S'mores](#), enhanced with free hot chocolate and a custom Snowmass Wintersköl giveaway, takes place from 3:30 to 5:30pm at the Snowmass S'more carts on the Snowmass Mall and in Snowmass Base Village. During Snowmass S'mores on Friday and Saturday, all are invited to decorate free paper lanterns, part of the [Winter Intentions Lantern Display](#). The Winter Intentions Lantern Display encourages guests to dedicate an intention for the rest of the year, focusing on the winter solstice as a time for reflection and rejuvenation. The lanterns will be displayed on Saturday evening starting at 5:30pm around the Snowmass Mall and in Snowmass Base Village, lighting up town and honoring the darkest time of the year. In addition, the evening features judging and community voting for the Winter Windows. Also taking place on December 14, [The Collective Snowmass](#) hosts [Open Snow: Winter Snow Forecasting & Finding Powder Days](#), a free talk in conjunction with the winter weather team from OpenSnow.com from 6:00 to 8:00pm in the Collective Hall. Learn about the nuances of mountain weather forecasts and get tips and tricks for finding the best snow conditions this winter!

Wintersköl in Snowmass - December 15

The [Holiday Market](#) is open for its final day from 12:00 to 6:00pm at the Snowmass Conference & Events Center. From 2:00 to 5:00pm step out for the [Snowmass Retro Party](#) at the Viewline Resort Snowmass. An apres-ski celebration of Snowmass' community character, with a toast to the 57th anniversary of Snowmass Ski Area's opening day, a retro ski outfit competition, and the awards ceremony for Winter Windows. Retro costumes are encouraged!

Christmas Festivities

The [Collective Snowmass](#) comes alive with even more merriment in **Santa's Village**, December 21-24. Guests can take free photos at a festive photobooth daily. Real **reindeer** take center stage on Mawita's deck on December 23, from 4:00 to 6:00pm. **Santa** also comes home to Santa's Village, while Sensory Santa, in conjunction with Challenge Aspen, and Dog Santa,

make an appearance. For the full Santa schedule, please visit www.gosnowmass.com/events.

Holidays carolers, the Holiday Bell Tones, bring festive cheer to the Snowmass Mall and Base Village, singing crowd favorites, December 21-24 from 3:00pm to 5:00pm each day. For the full schedule of when and where to find the Holiday carolers, please visit www.gosnowmass.com/events.

On Christmas Eve, guests can attend **Christmas Eve Services at the Snowmass Chapel** offered at 4:00pm, 6:00pm and 8:00pm. The 4:00pm service will be slightly shorter with young children in mind.

On Christmas Day, celebrate Christmas at restaurants and hotels around Snowmass. **Special menus** abound at [The Edge](#), [Aurum Food & Wine Aspen Snowmass](#), [Stark's Alpine Grill](#), and more. For additional options, please visit www.gosnowmass.com/dining.

New Year's Revelries

On New Year's Eve, guests and locals alike are invited to experience the **Torchlight Parade and Fireworks**. The Torchlight Parade features skiers and snowboarders making wide turns down the mountain with red flares that illuminate the night sky and snow with a festive glow. The parade begins at 6:00pm and all are welcome to participate (must be an intermediate skier or above with a valid ski pass or day pass; must sign up online in advance on December 29). **Fireworks** launch at 10:00pm to celebrate the New Year.

To ring in 2024 guests can look for a variety of **special prix fixe and à la carte menus** at restaurants and bars around Snowmass Village. The Lounge at the [Limelight Hotel Snowmass](#) is open with no cover from 3:00pm to 10:00pm with happy hour from 3:00pm to 5:00pm, featuring NYE decorations, specials, and the ball drop on the giant projector screen. [The Collective Snowmass](#) hosts a festive, free, family friendly, New Year's Eve celebration from 7:00pm to 10:00pm featuring DJ Tenza, party favors, an East Coast ball drop, and a complimentary champagne toast. [Aurum Food & Wine Aspen Snowmass](#) features a special three course prix fixe menu for \$140 (adults) and \$70 (for kids). [Stark's Alpine Grill](#) at the Viewline Resort Snowmass offers an \$88 New Year's Eve prix fixe menu, while the Lobby Bar hosts a New Year's Eve party with live music, complimentary champagne during the festive NYE countdown, and late-night bites. Stark's also features New Year's Day brunch from 11:00am to 3:00pm. [The Edge](#) and [Slice Taste of Italy](#) offer prix fixe menus. [Rock Island Bar & Grill](#) hosts a party with Rolling Stones cover band, "Emotional Rescue" starting at 10:15pm. Tickets go on sale soon with an option to reserve VIP tables. For additional dining options, please visit www.gosnowmass.com/dining.

For more information on the holidays, as well as everything else there is to see and do in Snowmass, please visit www.gosnowmass.com.

About Snowmass Village, Colorado – A renowned winter playground and vibrant summer community just 9 miles from Aspen, Snowmass consistently ranks as one of the best winter ski areas and summer mountain biking destinations in the world. Snowmass was Voted #1 Ski Resort in the US by Conde Nast Traveler's Reader's Choice Awards in 2023 and 2024 and Snowmass, along with the rest of the Roaring Fork Valley, is the first IMBA (International Mountain Biking Association) Gold-Level Ride Center™ in Colorado, only the 5th in United States, and one of only 7 in the world. Snowmass offers guests incredible views of mountain

vistas, in addition to 2.8 million adjacent acres of wilderness, open for activities and exploration. Snowmass is home to 30+ restaurants, 95% slopeside lodging, shopping, unique special events and music, and much more. For more information and a complete calendar of events and activities, please visit www.gosnowmass.com.

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