

## **AUBERGE RESORTS COLLECTION TO MANAGE LUXURY HOTEL AND RESIDENCE PROJECT IN IDAHO'S FABLED SUN VALLEY RESORT**

**MILL VALLEY, CALIF. (August 13, 2014)** – Auberge Resorts Collection, award-winning owner and operator of boutique luxury hotels, resorts, residences and private clubs, today announced that it has signed a deal to operate a planned boutique luxury hotel and penthouse residential development in historic downtown Ketchum, Idaho, the commercial and cultural heart of the legendary Sun Valley Resort. The first new lodging project to be built in the region since the early 1990s, it will be the first ultra-luxury property in greater Sun Valley, America's original mountain resort.

The 155,000-square-foot mixed-use project will comprise 62 hotel rooms and 14 residences, a full-service restaurant and bar, spa and fitness facilities and technology-driven meeting and conference space, in addition to other amenities. The hotel's project owner and sponsor, Trail Creek Fund, LLC, is led by Ketchum-based Managing Member Jack Bariteau, developer behind prominent residential and mixed-use real estate projects in Ketchum, including The Shops and Residences at the Colonnade, The Christiania Building and 600 Second Street East.

"Sun Valley has the enviable legacy of being the first winter destination resort in America, and it has a rich history as a magnet for residents and affluent guests from both coasts," said Craig Reid, CEO, Auberge Resorts Collection. "It's a vibrant year-round destination that has been under-serviced by the luxury hotel market. We believe that Sun Valley is a perfect destination for the Auberge brand, with its focus on crafted luxury, engaging guest experiences and unique adventure programs."

"My family has a long history of visiting Sun Valley, and I have a deep appreciation for its scenic beauty and character," said Mark Harmon, Founder and Managing Partner, Auberge Resorts. "I couldn't be more delighted with this opportunity to help create a resort that will showcase the personality of Sun Valley and introduce this special place to new generations of families."

"This is a momentous announcement for the Sun Valley marketplace and a mutual long-term commitment to excellence," said Bariteau. "Our affiliation with Auberge Resorts will have an

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enormously positive game-changing impact on Sun Valley. While we considered many four- and five-star hotel operators for this project, Auberge’s reputation for creating exceptional luxury hotels is unmatched in the industry, and it’s especially meaningful that the team has a personal connection to Sun Valley. We’re confident that this project will further support Sun Valley’s reputation as an iconic all-seasons American resort destination. The Auberge commitment, following on the heels of new regional non-stop service on Delta from Salt Lake City and on United from San Francisco and Denver directly into the Sun Valley Airport, provides unparalleled ease of access to both coasts. There are now more than 30,000 new seats annually, with more to come.”

Located in a historically significant neighborhood at the gateway entrance to downtown Ketchum, the hotel is conveniently located within easy walking distance to the town’s diverse attractions, advanced high-speed lift and gondola access to Bald Mountain. Guest rooms will offer unparalleled views of the mountain’s east-facing ski runs and Sun Valley’s unique topography. Hotel amenities will include a lively casual bar and grill, extensive fitness amenities, heated outdoor swimming pool and sun terrace, full-service spa and meeting facilities. Fourteen for-purchase luxury residences on the hotel’s upper floors, including six fourth-floor penthouses, will offer direct unobstructed views to the top of Bald and Dollar Mountains. Ranging from 1,750 square feet to 2,400 square feet in a single-level plan, the residences will be accessible by private elevator with exclusive two-car underground parking and storage and will offer full access to Auberge hotel services and amenities. The hotel, fully entitled by the City of Ketchum, has been designed by the renowned San Francisco-based hospitality architectural firm Hornberger + Worstell, AIA.

First developed in 1936, Sun Valley was the vision of W. Averell Harriman, then CEO of the Union Pacific Railroad, who sought to create an American version of the popular ski resorts in Switzerland and Austria. Following a nationwide search, Harriman selected Ketchum, Idaho, over locations in California, Utah and Colorado because of its accessible base elevation under 6,000 feet, exceptional natural terrain and snow conditions, year-round recreational activities,

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natural beauty and endless sun. Dubbed the “first instant million-dollar resort,” Sun Valley redefined skiing as resort recreation and introduced the concept of the ski resort as a social, four-season leisure destination. Ernest Hemingway and other noteworthy residents put Sun Valley on the map as a residential enclave for the rich and famous. Sun Valley’s rediscovery is underway, and it is rapidly becoming more accessible thanks to new direct non-stop regional air service from major metropolitan hubs. Home to a new Olympic and Paralympic training site, Sun Valley is scheduled to host the Alpine Ski Championships in 2016 and 2018.

The project is scheduled to break ground in late Spring, 2015 and welcome its first guests in the summer of 2017. Construction employment is anticipated to generate 100 full-time worker positions in the building cycle and upwards of 80 hotel jobs once opened. For more information on penthouse sales and residence sales , please contact Jack Bariteau at [jack@waypointsunvalley.com](mailto:jack@waypointsunvalley.com) or call (650) 906-5636. For information or inquires concerning investment opportunities in Trail Creek Fund, please contact Garrison Belles at [garrison@waypointsunvalley.com](mailto:garrison@waypointsunvalley.com) or (415) 637-1991.

### **About Auberge Resorts Collection**

Auberge Resorts Collection owns and operates a portfolio of exceptional hotels, resorts, residences and private clubs under two distinct brands: **Auberge Hotels and Resorts**, timeless luxury properties acclaimed for their intimate, understated elegance, and **VieVage Hotels and Resorts**, a new lifestyle brand that brings together contemporary themes of design, community and wellness in a fresh, active and social environment. While Auberge nurtures the individuality of each property, all share a crafted approach to luxury that is expressed through captivating design, exceptional cuisine and spas, and gracious yet unobtrusive service. Properties in the Auberge Resorts Collection include: Auberge du Soleil and Calistoga Ranch, Napa Valley, Calif.; Esperanza, Cabo San Lucas, Mexico; Hotel Jerome, Aspen, Colo.; Malliouhana, Anguilla; The Auberge Residences at Element 52, Telluride, Colo.; Pronghorn Resort, Bend, Ore., and VieVage, Napa Valley, with several others in development. For more information about Auberge Resorts Collection, please visit <http://www.aubegeresorts.com/>. Follow Auberge Resorts Collection on Facebook at [facebook.com/AubergeResorts](https://www.facebook.com/AubergeResorts) and on Twitter at [@AubergeResorts](https://twitter.com/AubergeResorts).

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