



MESA VERDE
—COLORADO—

MEDIA KIT 2015



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PHONE

800-449-2288 for reservations

WEBSITE

www.visitmesaverde.com, www.facebook.com/mesaverde

BACKGROUND

Mesa Verde National Park is the largest archaeological preserve in North America and an Integral part of the Southwest's Grand Circle region of national parks and monuments. A World Heritage site, Mesa Verde has been named "Number One Historic Monument in the World" by *Condé Nast Traveler* magazine and "One of the 50 Places to Visit in a lifetime" by *National Geographic* magazine.

LOCATION

The park is located in the southwest corner of Colorado within the Four Corners region of Colorado, Utah, Arizona, and New Mexico. The park lies off highway 160 between the historic mining towns of Durango and Cortez, both of which are accessible by daily flights from many destinations.

Mesa Verde is approximately 40 miles from Durango, Colorado, 260 miles from Albuquerque, New Mexico and 380 miles from Denver, Colorado.

SEASON

Mesa Verde National Park is open year-round. Overnight accommodations, camping and coach tours are available mid-April through mid-October.

HISTORY

The Ancestral Puebloans called Mesa Verde and the surrounding region home from 550 A.D. to 1300 A.D. During that time, they built more than 5,000 sites, including 600 cliff dwellings, before suddenly leaving there in the 13th Century. Mesa Verde National Park was established in 1906 by Theodore Roosevelt to protect these dwellings, and is the first and only national park designated specifically for the preservation of human culture.





MESA VERDE AT A GLANCE

- Ancestral Puebloans called Mesa Verde home from 500 to 1300 A.D.
- The Puebloans grew the three sisters of Southwest cuisine, corn, beans and squash, on the mesa above their cliff homes.
- The people were also well known throughout the region for their beautiful pottery and basket making skills.
- For most of the time the Puebloans lived at Mesa Verde, they lived on the mesa in pit houses, which are dug-out homes covered with branches and dirt. They progressed to stone homes and circa 1190 A.D. began construction of the cliff dwellings.
- The dwellings are thought to have been constructed into the sides of the cliffs due to their proximity near a water source, which bubbles up from wells at the back of the alcoves, and for protection from wild animals and the elements.
- The largest cliff dwelling is Cliff Palace, which has 150 rooms.
- The park has more than 5,000 archaeological sites, including 600 cliff dwellings.
- At the culture's peak, 30,000 people lived within the Four Corners Region, more than live there today.
- 26 tribes claim ancestry to Mesa Verde's original inhabitants.
- Mesa Verde National Park was established in 1906 by President Theodore Roosevelt
- The park is the seventh oldest in the National Park System and is recognized as a World Heritage Site.

LODGING AND DINING

LODGING

Far View Lodge is conveniently located in the heart of Mesa Verde National Park. Situated 8,250 feet above sea level, this lodge offers spectacular views into four states. Accented with an American Southwest decor, the lodge offers 150 rooms, dining, a gift shop, seasonal events and activities, and is one of the departure points for the 700 Years Tour.

Standard Rooms

With comfortable accommodations and a private balcony, the standard room is a welcome escape to nature. The rooms feature one queen bed or two double beds, private bath, AM-FM clock radio, refrigerator, coffee maker, hair dryer and iron/ironing board. ADA-compliant rooms also available.

Kiva Rooms

Full of character and luxury, the Kiva rooms feature custom, upgraded bath rooms and air conditioning in addition to all of the amenities of the standard rooms. Kivas are available with one king or two double beds.

DINING

Metate Room

This upscale, award-winning restaurant within the Far View Lodge features contemporary, sustainable interpretations of heritage foods with a Southwestern flair. The menu features game meats as well as traditional favorites, along with a great selection of wines from around the world, selected by our consulting sommelier. The Metate Room is open daily for dinner from mid-April to mid-October.

Far View Terrace Café

Located in the retail complex near the Far View Lodge, the cafe offers casual fare for breakfast, lunch and dinner. Mesa Mocha Espresso Bar, located inside Far View Terrace, offers a wide selection of made-to-order beverages. Breakfast 7 a.m.-10 a.m. and lunch 11 a.m.-3 p.m. daily from early May to early October. Dinner daily from early May to mid-September. Please note this is one of the departure points for the 700 Years Tour.

Spruce Tree Terrace Café

Open year round, the Spruce Tree Terrace Cafe offers convenient cafeteria service with indoor and patio seating and the popular Navajo Taco. Limited menu during winter months.



CAMPING AND SHOPPING

CAMPING

Morefield Campground: Mesa Verde's Morefield Campground is located in a large wooded area 4 miles within the park. The nearly 300-site campground includes:

- 15 full hook-up RV sites with water, electric and sewer (reservations recommended)
- 17 group sites accommodating up to 25 guests in tents
- Nearly 235 dry tent/RV sites
- Barbecue grills and picnic tables at each site
- Convenient access to firewood, food and camp supplies
- Hot showers, coin-op laundry
- Potable water
- Free RV dumping station
- Daily pancake breakfast through Labor Day

In addition, the Morefield Campground offers amenities such as a cafe, gas station, grocery store and complimentary Wi-Fi access.

SHOPPING

The gift shops within Mesa Verde offer regional Native American handcrafts, such as traditional Navajo rugs, handmade flutes, reproductions of Native American weaponry, katsina and kachina carved wooden dolls, woven baskets, pottery, drums and hand crafted jewelry. They also offer clothing, souvenirs, posters, DVDs, CDs, books, sunglasses, snacks and other gifts.

Shops are conveniently located at:

- Spruce Tree Terrace
- Far View Terrace
- Far View Lodge
- Morefield Campground



TOURS AND ACTIVITIES

TOURS

Aramark, authorized concessioner of the National Park Service, offers half-day interpretive bus tours, step-on guides and private tours with your own personal tour guide. Tours operate mid-April to mid-October, 2015.

700 Years Tour

A chronological journey from the earliest recorded pithouse villages (around 550 A.D.) to the Classic Pueblo era of cliff dwellings dating from the 13th Century including Cliff Palace. This tour provides the visitor an overall historical view of the Ancestral Puebloans architectural, horticultural, cultural and religious dimensions of their lives in the Southwest. Departs from Far View Lodge, with pick up at Far View Terrace at 8 a.m. and 1:30 p.m.

The National Park Service also provides ranger-guided hiking tours of Cliff Palace, Balcony House and Long House. The \$4 per person tour tickets are sold at the Visitor and Research Center located at the park entrance. Tickets may be purchased, in person, up to two days in advance.

ACTIVITIES

Hiking

Another popular way to see Mesa Verde is through hiking. Information on popular hikes can be found at: www.visitmesaverde.com/play/hiking.aspx

Hiking in Mesa Verde National Park is allowed only on designated trails. Visitors may not enter cliff dwellings unless accompanied by a uniformed park ranger.

Chapin Mesa Archeological Museum

Built in 1924, the museum contains information, exhibits and a bookstore of artifacts of the Ancestral Puebloans. The museum is a five-mile/15-minute drive from Far View Lodge and Far View Terrace.

Exhibits

Far View Lodge supports local and native artists through exhibits that can be found in the Far View Lounge and Gift Shop. The exhibits can include pottery, painting, Native American dolls and other beautiful local art that allow guests to take a part of Mesa Verde home with them. To learn about the current exhibit visit: www.visitmesaverde.com/exhibits.aspx



MEDIA RESOURCES

ONLINE PRESS ROOM

You can access the online press room for Mesa Verde National Park at <http://www.aramarkleisure.com/>

High resolution photos can be downloaded by using the log in aramarkmedia.

For up-to-the-minute updates, like us on Facebook: www.facebook.com/mesaverde

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STORY IDEAS

- **Two days in Mesa Verde:** Mesa Verde National Park is best explored in two days—with the first day being dedicated to tours, hiking and dining around Chapin Mesa, the park's most visited area. The second day is spent going off the beaten path to the Wetherill Mesa, which is known for its beautiful mountain and desert views and breathtaking cliff dwellings that are not seen on your typical post card of the park.
- **Unplugged vacations:** take inspiration from the Ancestral Puebloans and live off the grid for a technology-free getaway. Far View Lodge is out of range of cell service, and features tours depicting life 700 years ago.
- **Eating like an Ancestral Puebloan:** the original inhabitants in Mesa Verde farmed and hunted many of the foods still grown in the Mesa Verde region. Using local and organic (when possible) ingredients, Far View Lodge's Metate Room takes a page from the native cuisine to create delicious and unique meals featuring local meats and produce. The Executive Chef is available for interviews.



ABOUT ARAMARK

Aramark delivers authentic and memorable experiences at national and state parks, national forests, specialty hotels, museums, and other tourist destinations throughout the United States. In partnership with its clients, Aramark seeks to enhance the guest experience by offering industry-leading hospitality, environmental stewardship, recreational, and interpretive programs. For more information on Aramark and each of its properties, visit www.aramarkleisure.com.

In addition to Mesa Verde National Park, Aramark also operates concessions in or just outside:

Denali National Park, Alaska

Glacier Bay National Park, Alaska

Lake Powell, Glen Canyon National Recreation Area, Arizona/Utah

Asilomar Conference Grounds, California

Lake Tahoe, California/Nevada

Olympic National Park, Washington

Togwotee, Wyoming

GREEN THREAD®

At Aramark, we have a deep respect for and commitment to protecting and improving the environment. We work to reduce our environmental footprint while delivering exceptional operational results. We also offer expertise and practical solutions to our clients to help them reduce their environmental impacts.

Throughout our company, we develop and implement long-term environmental stewardship programs and policies within the areas of food purchasing; supply chain; building operations; energy and water conservation; transportation and waste management. We believe sustainability is a process and have implemented environmental management systems that serve as the basis for continuous improvement.

To view Aramark's 2014 Environmental Stewardship Report, visit this link:

<http://www.aramarkleisure.com/flipbook/aramark-leisure/2014-Aramark-Leisure-Sustainability-Report/index.html>