



**Larry Colton Tapped as General Manager of The Ptarmigan Inn
in Steamboat Springs, Colorado**

Hotel Reopens December 9 for Ski Season

Denver, Colo. – December 1, 2020 – Tom Luersen, president of CoralTree Hospitality, recently announced that Larry Colton has been hired as the general manager of Steamboat Spring’s Ptarmigan Inn. The 77-room property is Steamboat’s original ski in/ski out resort and recently completed a comprehensive \$5 million renovation.

Ptarmigan Inn is reopening on December 9 after a temporary closure due to travel restrictions caused by the coronavirus pandemic. The hotel, managed by CoralTree Hospitality, will reopen with enhanced health and safety protocols as outlined in the American Hotel & Lodging Association’s (AHLA) [Safe Stay](#) industry-wide initiative.

“It’s a new chapter for Ptarmigan Inn,” said Luersen. “Larry’s background working for ski properties and boutique hotels are the perfect fit for this hotel. Plus, he’s worked with several of our team members in the past – it’s great to be working with him once again.”

A University of Nevada-Las Vegas alumni and hospitality leader with more than three decades, Colton is well prepared for this new role with CoralTree and Ptarmigan Inn. He joins the team after serving as the director of sales and marketing at The Cape, a Thompson Hotel in Los Cabos, Mexico. His leadership experience encompasses both independent and branded hotels and resorts including area director of sales and marketing responsibilities for Hilton Worldwide in Phoenix, which helped create a thorough understanding of marketing, sales and hotel operations at all levels.

“I’m thrilled to be a part of the CoralTree and Ptarmigan team,” said Colton. “The hotel has been a Steamboat staple for years and the recent renovations truly bring new life to the property.”

The Ptarmigan Inn is Steamboat’s original ski in/ski out resort and is the premier hotel choice for adventurers at heart. The property has been refitted and reborn following the recent \$5 million renovations that complement the exciting changes at Steamboat last winter. Guests can now enjoy a welcoming social space in the transformed lobby complete with beer and wine taps, meeting spaces and relaxed bar and lounge seating. The redesigned guest rooms and suites provide a relaxing atmosphere for guests along with new outdoor patios and pool area. The most exciting addition to the property is Ptom’s Brunch & Bar, a new dining concept that offers a creative twist on familiar fare with locally curated ingredients like bacon and blue cheese tots, Swiss cheese fondue and signature cocktails.

About CoralTree Hospitality Group

Launched in December 2018, CoralTree Hospitality Group is a wholly-owned subsidiary of Los Angeles based Lowe, a real estate investment, management and development firm. Colorado-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. CoralTree was named among the top 20 hotel management companies in the U.S. after only one year of operation by Hotel Business magazine. The company provides hospitality and asset management services to 19 hotels and resorts in the United States and Mexico. The collection includes independent, branded and soft-branded properties such as Terranea Resort on the Southern California coast, Vivo Resorts in Mexico, Hotel Lincoln in Chicago, Hotel Vitale in San Francisco and Ptarmigan Inn in Steamboat Springs, Colo. The company also is overseeing the creation of The Eddy Hotel in Golden, Colo. which is scheduled to open in 2021. For more information on CoralTree, visit www.CoralTreeHospitality.com.

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