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The Uber-Rich Are Flocking To This Small Mountain Town

Telluride, Colorado, known primarily for its outstanding skiing, is quietly becoming the Hamptons of the west by attracting the affluent who enjoy quiet-luxury without the crowds.

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Telluride is known for its laid-back, authentic mountain atmosphere.
CREDIT BINYAN STUDIOS

While the Hamptons and Aspen grab the headlines, the real story of elite summer travel is unfolding in the San Juan Mountains at Telluride, Colorado. Known primarily for its outstanding skiing, Telluride has quietly transformed into the go-to summer escape for high-net-worth homeowners and travelers who crave privacy, authenticity, adventure and bespoke luxury.



Crowds gather for opening day of the Telluride Film Festival.
GETTY IMAGES

Telluride is renowned for its world-class skiing, vibrant summer festivals and authentic mountain character. It's a popular destination for outdoor enthusiasts, offering a variety of activities year-round, including not only skiing but also hiking and biking. The town hosts numerous festivals, including the Telluride Bluegrass Festival, Telluride Jazz Festival and Telluride Film Festival, adding to its cultural appeal. Telluride is known for its laid-back, authentic mountain atmosphere, attracting outdoor enthusiasts and those seeking a more relaxed vacation experience.

Telluride is seeing a surge of interest from the 1% who are drawn by the town's intentional under-the-radar vibe and quiet luxury. The \$20M off-market ranches, miles of hiking trail excursions straight from your front door and zero paparazzi are all attractive draws for the rich and famous. There are no Gucci storefronts or restaurant lines here, just the kind of insider access and laid-back luxury that today's wealth gravitates toward. The limited commercial flights and ease of traveling to Telluride by private jet help, too



Four Seasons is bringing a five-star hotel and condos.
CREDIT BINYAN STUDIOS

Telluride, which has been quietly growing its luxury personality over the past few years, is seeing increased interest from wealthy homebuyers and travelers looking for an adventurous, wellness-oriented, down-to-earth locale to spend their summers. Incredibly the town now sees more visitors and real estate sales in the summer than the winter, shocking for what's typically thought of as a ski destination. One key feature influencing the uber-rich is Four Seasons, which is bringing the first [five-star hotel and branded condos](#) in over 15 years to Telluride. It's no surprise many of the condos have already been snapped up by the affluent looking for year-round vacation homes — especially the wealthy from California, Florida and the Southwest who seek cooler mountain locations for the summer.

Nadim Ashi, founder and CEO of Fort Partners, co-developer of Four Seasons Hotel and Residences Telluride, says, “My family and I have been visiting Telluride for over 20 years. It is my favorite ski resort in the world. I've experienced firsthand its subtle yet steady evolution into a year-round luxury destination. We knew the Four Seasons brand would seamlessly align with the DNA of Telluride and complement everything it already has to offer. Our aim is for Four Seasons Hotel and Residences Telluride to set a new bar for residential and hospitality experiences in North American ski resorts.”



Telluride is known throughout the world for its incredible skiing.
CREDIT HAYES DAVIDSON

Brian O'Neill of Telluride Properties, who is handling sales for Four Seasons Hotel and Residences Telluride alongside Compass' Bill Fandel, adds, "Telluride provides high quality ski conditions paired with a low-key lifestyle. The town feels down-to-earth, even while offering excellent restaurants, incredible scenery and year-round activities for every age. Those who want the best of nature and European-style, on-mountain dining without the over-the-top party scene of other mountain destinations like Aspen, Vail and Deer Valley know Telluride is their place."

In addition to this atmosphere, the value of Telluride's somewhat difficult-to-access location has become an advantage in recent years. Private aviation into Telluride is very easy and while commercial access has gotten much better, it is still longer and less direct than many mountain towns. This barrier to entry has propelled Telluride into an exclusive resort where the 'quiet luxury' affluent reside. O'Neill says, "The introduction of the Four Seasons brand has also been a major catalyst for the region's luxury evolution. The area is attracting more luxury attention than ever before and Four Seasons is finally meeting the demand for an updated, premier property in this area. This idyllic destination is small and remote, creating a sense of exclusivity that appeals to luxury homeowners and travelers. At the same time, the region offers exceptional year-round adventures and activities, from skiing in the winter to outdoor sports, dozens of cultural festivals and educational programming in the summer."



Affluent travelers can enjoy luxurious surroundings all year round.
CREDIT HAYES DAVIDSON

Because of this comprehensive offering, developers are seeing a range of buyers looking for homes that fit various lifestyles. There's strong geographical diversity, with people from the East Coast and even Mexico wanting a Western ski home, while luxury buyers from areas like Texas, California and Florida are increasingly seeking out vacation home destinations they can escape to during the hot summer months. Some people want the trophy ski-in/ski-out mountain home, and others want a centrally located, full-service condo with tons of amenities.

"At Four Seasons Hotel and Residences Telluride, we've seen frequent travelers who are familiar with the brand and want to take advantage of the hotel residences, families looking for spacious homes where they can stay with their children during school or summer breaks, and everything in between," explains O'Neill. "The Four Seasons brand is appealing to discerning buyers in a way that current development in the region never has."

"Telluride is a special town built on a strong history," says Dev Motwani, President and CEO of Merrimac Ventures, co-developer of Four Seasons Hotel and Residences Telluride. "This incredible destination continues to grow in popularity, yet maintains its unique charm and attracts people seeking an authentic mountain experience. The forthcoming Four Seasons meets the demand for a new, luxury residential and hospitality offering while reflecting the true spirit of the community."

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