Chipeta Lodge renews focus on lodging, wellness and community

Ridgway resort evolves its food and beverage experience, while strengthening role as a home base for exploring the San Juans

NEWS RELEASE
Chipeta Lodge

Chipeta Lodge is sharpening its focus on what it does best: providing a distinctive place to stay, relax and experience Southwest Colorado.

The 35-room resort is placing lodging, spa and wellness, gatherings and personalized hospitality at the center of its experience while embracing the restaurants, shops and recreation that make Ridgway a destination.

"One of Chipeta's greatest strengths is everything around us," said General Manager Andy Stoll. "We don't need to recreate the entire destination inside the hotel. Our role is to provide an exceptional home base, connect our guests with the community and give them a place they want to come home to at the end of the day."

As one recent guest wrote: "This lodge is in a perfect location that you can walk to many restaurants and shops. I enjoyed the parks around as well. Thank you for a wonderful weekend stay."

Guests can explore Ridgway, Ouray, Telluride, Silverton and the San Juan Mountains before returning to Chipeta to relax.



COURTESY PHOTOS

Chipeta Lodge is a part of the Ridgway community. Wrote one guest: "This lodge is in a perfect location that you can walk to many restaurants and shops."

A resort experience for the community, too

Chipeta's renewed focus includes reintroducing locals and area visitors to experiences available without an overnight stay.

Day passes provide access to the pool, hot tubs and sauna. Visitors can book treatments at Chipeta Lodge Spa by iSUN or enjoy the Alpine Recovery Ritual after hiking, skiing, biking or exploring the mountains. The spa also offers the locally made iSUN skincare and wellness products for purchase.

"We want Chipeta to be an asset to the community, not simply a place for overnight guests," said Stoll. "Whether it's a spa treatment, an afternoon by the pool, recovery after a day in the mountains or meeting friends for a drink, there are parts of the Chipeta experience we want our neighbors to enjoy too."



Part of the Chipeta experience is the pool, along with hot tubs, sauna and treatments at Chipeta Lodge Spa.

A new chapter for White Buffalo

Chipeta will evolve White Buffalo from a traditional full-service restaurant into White Buffalo Bar, a relaxed hotel bar featuring cocktails, wine, Colorado beer and a small selection of casual food offerings.

Chipeta sunrise breakfast will continue for overnight guests. The great room will feature a curated marketplace offering grab-and-go provisions, local and regional products and ready-to-heat meals for guests staying in accommodations with kitchens. Seasonal rooftop beverage service will continue.

The shift reflects a broader philosophy: Chipeta can complement, rather than compete with, the businesses that make Ridgway special.

"Great hospitality doesn't mean trying to do everything ourselves," said owner Todd Mezrah. "It means being disciplined about what we do best and recognizing where strong local partners can do something better. By focusing Chipeta on lodging, wellness and gatherings while complementing the businesses around us, we believe we can create a stronger experience for our guests and a stronger business for the future."

For contracted weddings, retreats and group events, Chipeta is developing a culinary partnership with Grace & Grit Catering, the new catering venture from longtime True Grit Cafe owner Tammee Tuttle. The collaboration renews a relationship dating to the 1990s, when Tuttle catered retreats at Chipeta during its years as a bed and breakfast.

"Chipeta and I go back a long way," said Tuttle. "I first started working with Chipeta back in the '90s, when it was still a bed and breakfast, catering retreats for the property. As I begin this next chapter with Grace & Grit, there's something really special about coming full circle and working with Chipeta again. I'm excited to bring that history, the relationships I've built in this community and my love of bringing people together around good food into what we create together."

The marketplace will follow that community-minded approach, highlighting thoughtfully selected food, beverages and products from local and regional partners.

A home base for Ridgway and the San Juans

For Chipeta, guests dining downtown, shopping locally or exploring neighboring mountain communities are not experiences lost to the property. They are essential parts of a memorable stay.

"We want our guests to fall in love with Ridgway and this whole area, not just Chipeta," said owner Shari Mezrah. "When they walk downtown for dinner, discover a local shop or have an experience they'll remember, that becomes part of their stay with us. We love being the place they can come home to at the end of the day."

Chipeta's direction is clear: an exceptional place to stay, gather and recharge and a welcoming home base for discovering Ridgway and the San Juan Mountains. Do what we do best. Support what makes Ridgway special. ■

For more, contact media@chipetalodge.com or visit chipetalodge.com.



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