

For Immediate Release:

May 30, 2007

Media Contact(s):

Patricia McNamara 970.479.5434

pmcnamara@sonnenalp.com

Angie Bolich 970.479.5495

abolich@sonnenalp.com

Amy Cassidy 970.328.1212

cassidy@vail.net

FIND THE SONNENALP SPA ON SPA FINDER.COM

Vail, CO – The Sonnenalp Resort of Vail is please to announce it has joined with Spa Finder to promote its European style spa. Since its inception in 1986, Spa Finder has been the most in-depth resource helping connect consumers with their desired spa experience. Both Forbes.com and USA Today have chosen Spafinder.com as the best website for spa travel.

Prior to its renovation and expansion in 2004, the Sonnenalp Spa was primarily utilized as an amenity for its resort guests. After the expansion, the Spa has gained recognition as both a resort and day spa, with a very loyal local following. Vail's and Colorado's only member of The Leading Small Hotels of the World and Leading Spas, the Sonnenalp and its spa have been increasing their national and international marketing presence through select partnerships such as Spa Finder.

“We are excited to promote ourselves to the savvy spa travelers who utilize Spa Finder's resources. These are exactly the type of guests we want to attract - frequent spa goers who understand and appreciate the wellness benefits of a spa vacation. These are guests who take care of themselves, are fit, active and well-traveled. It's a perfect fit for the Sonnenalp,” notes Spa Director Angie Bolich.

The Sonnenalp Resort of Vail's listing can be found at www.spafinder.com. Here prospective guests can research the spa and hotel, book a reservation, talk live with a spa representative, read guest reviews, rate the spa, purchase gift certificates and more.

The Sonnenalp Spa includes 10 treatment rooms, an indoor/outdoor pool, whirlpools, fitness center, meditation room and fully-equipped locker facilities. Treatments include massage, facials and skin care, body treatments, waxing and tanning, manicures and pedicures. A full service bar and food service are available. Guests of the Sonnenalp Resort may use the spa facilities at no charge. Non-resort guests or day-spa users have full access to all of the spa facilities on the day of treatment.

For more information, contact the Sonnenalp Resort of Vail at 800-654-8312 or visit www.sonnenalp.com or www.spafinder.com.

###