

## Gravity Haus Opens Adventure-Focused Social Club and Hotel In Breckenridge

[Gravity Haus](#), the social club and hotel for modern outdoor enthusiasts, officially opened its first location today in Breckenridge, Colorado. Conceptualized by Denver-based entrepreneur Jim Deters and his wife Alicia Deters, Gravity Haus is a new take on mountain hospitality. At Gravity Haus, modern, boutique accommodations are fused seamlessly with guided outdoor adventures, community, tech-forward conveniences, and functional fitness and recovery.

“Our mission is to create a Colorado-lifestyle social club that connects a local and global community of nature-loving, outdoor sports enthusiasts,” said Jim Deters, Founder and CEO of Gravity Haus. “Adventure travelers and athletes want to play like a local, check in and out of work with ease, train, and have healthy, smart, and eco-conscious choices that match their modern lifestyle.”

With 60 distinctly curated and configured rooms, the completely renovated ski-in, ski-out property is located at the base of Peak 9 within walking distance of the QuickSilver SuperChair and Breckenridge’s historic Main Street. ‘Breck Haus’ is managed by Vail Resorts and replaces The Village Hotel at Breckenridge. Breck Haus embodies a contemporary Rocky Mountain experience through a host of amenities tailored to the modern outdoor enthusiast including a co-working space, functional training and recovery center, and a Japanese-inspired onsen.

‘Breck Haus’, the first of several planned Gravity Haus properties, features sleek finishes that contrast with exposed structures like concrete floors, repurposed cargo container walls, and reclaimed train car wood flooring. Japanese-inspired elements are spotlighted throughout and combine with eco-conscious touches including EO Essential Oil’s Zero Waste body and bath products, Parachute synthetic-free linens, Monarch Cypress robes and Newly throw blankets made with microfiber from recycled plastic bottles.

Gravity Haus’ goal is to redefine luxury through amazing insider-experiences. The lobby is a bustling campus where local guide operator Colorado Adventure Guides provides expert advice and offers awe-inspiring guided trips into the Colorado backcountry tailored to all ability levels.

Gravity Haus’ manifesto includes the mantra that “everyone’s an athlete.” The fitness center at Gravity Haus, Dryland Sports, makes training like a pro easy with top coaches, a schedule of small group HIIT classes, and high-tech recovery equipment like a hyperbaric oxygen chamber and NormaTec compression sleeves. Traveling free-style athlete and teams can take turns on the outdoor *Max Air* Super Tramp.

The social aspect of Gravity Haus does not end in the backcountry. The Gravity Haus culinary team and Denver restaurateur Bryan Dayton of Acorn, Brider & Corrida have collaborated to bring you Cabin Juice, a unique après and dining experience featuring custom local brews and reimagined classic cocktails with a nod to pop culture. The menu features cocktails like “Big Gulps, Huh?” made with gin, pink peppercorn campari, grapefruit and Indian tonic pair with casually-refined family-style dishes expertly executed by Gravity Haus’ Executive Chef, Salvatore Proia.

“The ‘juice’ is about energy -- it’s about fun,” commented Ben Foote, General Manager and Food and Beverage Director. “Members, visitors and locals come for the camaraderie and community and are blown away by the hospitality and food.”

Gravity Haus features Unravel Coffee’s second location. Unravel’s highly-skilled baristas serve single origin

Ethiopian coffee roasted on site in a zero-emissions electric Bellwether Roaster.

## **Media Assets**

Images of Gravity Haus Breckenridge can be found [here](#).

## **Media Contacts**

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## **About Gravity Haus**

Gravity Haus is the social club and hotel for modern outdoor enthusiasts. Designed to activate a community of like-minded adventurers with ongoing insider experiences, Gravity Haus features a range of social and outdoor programming throughout Colorado and internationally. Gravity Haus Breckenridge features Dryland Sports, Cabin Juice restaurant, Unravel Coffee and StarterHaus co-working space. For more information on social club memberships or to book a stay, visit [gravityhaus.com](http://gravityhaus.com).

## **About Vail Resorts, Inc. (NYSE: MTN)**

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 37 destination mountain resorts and regional ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher, Falls Creek and Hotham in Australia; Stowe, Mount Snow, Okemo in Vermont; Hunter Mountain in New York; Mount Sunapee, Attitash, Wildcat and Crotched in New Hampshire; Stevens Pass in Washington; Liberty, Roundtop, Whitetail, Jack Frost and Big Boulder in Pennsylvania; Alpine Valley, Boston Mills, Brandywine and Mad River in Ohio; Hidden Valley and Snow Creek in Missouri; Wilmot in Wisconsin; Afton Alps in Minnesota; Mt. Brighton in Michigan; and Paoli Peaks in Indiana. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

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