

## Press release

### Extraordinary Hotel Investment in Aspen

**Current investment: Existing resort complex featuring the Westin and Wildwood hotels, a conference center, and a shopping mall in Aspen/Snowmass, Colorado (USA)**



The Westin Snowmass Resort

**Düsseldorf, Germany; October 19, 2020** – Effective immediately, the ACRON Group is launching sales of an investment in a resort in one of the United States' most exclusive winter and summer destinations, Aspen/Snowmass, Colorado, located at an altitude of 2,500 meters in the Rocky Mountains. The opportunity is intended for professional and semi-professional investors in Germany.

This is the next investment in the ACRON U.S. Hospitality Investment Series initiated by the family-run company founded nearly 40 years ago in Düsseldorf. It comes on the heels of a successfully completed hotel investment in San Francisco, in which ACRON delivered its investors an annual IRR of 17 percent, and The Sable, a sensational hotel project on Navy Pier in Chicago, which will open shortly.



Among others, the resort features two hotels, the Westin and the Wildwood, with a total of 405 rooms. ACRON will acquire the complex, which already produces a stable cash flow, at a significant discount on replacement costs. In addition, some USD 40 million will be invested to convert the Westin into a Marriott Autograph Collection hotel. This will position the property as one of the highest quality ski-in/ski-out resorts in Colorado.

As in Europe, U.S. mountain destinations – and therefore the hotel business in those locations – is benefiting rather than suffering from the coronavirus pandemic in contrast to hotels in major U.S. cities. This is particularly true for locations such as Aspen and Snowmass, which are “drive-to” destinations that attract visitors arriving by car from a large radius. These mountainous regions are currently experiencing a boom due to their low population density, environmental conditions, and high quality of life in a natural environment. In fact, single-family homes there are now selling for prices 50 percent higher than in the prior-year period.

Nonetheless, the financing and acquisition of a hotel property requires in-depth industry knowledge in good as well as difficult markets. Investors are invited to invest in ACRON US Real Estate Investment I S.C.S. The forecast annual IRR is 14.2 percent.

#### **ACRON at a glance**

Founded in Düsseldorf, Germany, in 1981, the ACRON Group specializes in real estate investments. All of ACRON's real estate projects are based on a single-asset structure and are sold in Switzerland, Austria, Germany, and the United States. One focal point is investments in hotel properties, which account for just under 50 percent of the ACRON Group's current investments. The company's transaction volume amounted to more than CHF 2 billion in October 2020. ACRON's clients are individual private investors, charities, and families from around the world. The ACRON Group's headquarters are located in Zurich (Switzerland) and Dallas (USA) with subsidiaries in Luxembourg; Düsseldorf (Germany); and São Paulo (Brazil). [www.acron.de](http://www.acron.de), [www.acron.ch](http://www.acron.ch)

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