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TWENTY FIVE YEARS OF FIVE STARS FOR THE LITTLE NELL

Aspen, Colo. (February 20, 2020) – Forbes Travel Guide (“FTG”), the world-renowned and only global rating system for luxury hotels, restaurants and spas, has announced its [2020 Star Rating list](#). For the 25th year in a row, The Little Nell in Aspen, Colo., has been presented with the esteemed Five-Star award, the only hotel in Aspen and one of two in the state. The Broadmoor in Colorado Springs was also recognized as a Five-Star Hotel, maintaining its premier ranking for the 60th consecutive year.



Accepting the award for The Little Nell last night in Las Vegas at The Forbes Five-Star Summit were Alinio Azevedo, Managing Director and COO, The Little Nell Hotel Group; Jonathan Fillman, General Manager of The Little Nell; and Tim Baldwin, General Manager of Residences at The Little Nell.

“To earn the Forbes Five-Star Award for 25 years in a row is an incredible achievement,” said Little Nell General Manager Jonathan Fillman. “I’m immensely thankful for and proud of every member of our team at The Little Nell who works hard day after day, always willing to go the extra mile for our guests.

“Twice a year, we bring in Forbes Travel Guide trainers to educate our staff about brand standards. Forbes Trainer Megan Torrance recently led this program at The Nell and said to our staff, ‘If you don’t care, don’t ask.’ For some reason, this struck me and has stuck with me. I’m inspired and impressed on a daily basis by our employees and how

much they genuinely care about and engage with our guests. The moment you arrive on property and our team makes eye contact with you, greets you by name, smiles, and ensures you feel welcome, it's a reassurance that you are in a place and with individuals that sincerely care about your stay."

To uncover the most outstanding properties, Forbes Travel Guide's incognito inspectors check into a hotel for a minimum of two nights, posing as ordinary guests and paying their own way. They then test the property on up to 900 standards—including whether a staff member greets them curbside within 30 seconds of arrival and whether clothing left around a room is folded neatly or draped and placed within immediate view after turndown service. The ratings tabulate 75 percent of a hotel's score based on its service, while the remaining 25 percent is determined by the quality of its facilities.

View the full roster of Star-Rated properties [here](#), and learn more about the noteworthy new Five-Star hotels, restaurants and spas. For a detailed explanation of how Forbes Travel Guide compiles its star ratings, [visit their site](#) for details.

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About The Little Nell

Cosmopolitan yet intimate, contemporary yet timeless, The Little Nell invites guests to experience Aspen's only Forbes Five-Star, AAA Five-Diamond, ski-in/ski-out hotel – a Relais & Châteaux resort. Starting Thanksgiving 2019, The Little Nell began celebrating its 30th Anniversary with commemorative events and happenings planned throughout the year. For more information and for reservations, please call 888.The.Nell (888.843.6355) or visit www.thelittlenell.com.

Awards, Accolades and Talent

Jonathan Fillman is the General Manager of The Little Nell while the culinary team is led by Matt Zubrod, recently promoted to Culinary Director, with Executive Chef Keith Theodore, Lucas Rocca as Chef de Cuisine of element 47, Oscar Carrasco as Chef de Cuisine at Ajax Tavern and Amy Andrews as Pastry Chef. Advanced Sommelier Chris Dunaway oversees the wine program as Wine Director. The Little Nell has been acknowledged with [numerous awards](#) including being named a Forbes Five-Star hotel since 1995, a AAA Five-Star hotel since 1991, a Wine Spectator Grand Award winner since 1995, recognition as one of America's 100 Best Wine Restaurants from Wine Enthusiast and for its Outstanding Wine Program by the James Beard Foundation.