

Sandra Estornell Appointed Managing Director of The Little Nell, Residences at The Little Nell, and Aspen Mountain Club

Accomplished global luxury hospitality executive set to lead three iconic luxury Aspen properties.

Aspen, Colo. — August 11, 2026 — Seasoned luxury hospitality executive, Sandra Estornell, has been named Managing Director of The Little Nell, Aspen's only Five Star, Five Diamond hotel, The Residences at The Little Nell, and Aspen Mountain Club.

Estornell brings more than two decades of experience spanning North America, Europe, the Middle East, and Latin America. Most recently, she served as Chief Operating Officer of Assets Group, leading strategy and performance across a diverse hospitality portfolio while partnering with owners and property leaders to drive operational excellence and long-term growth. Earlier in her career, she served as Assistant Rooms Executive at The Ritz-Carlton Bachelor Gulch, gaining firsthand experience at one of the brand's leading mountain resorts. She went on to serve in global corporate leadership roles before becoming General Manager of several acclaimed Ritz-Carlton properties, including Zadún, a Ritz-Carlton Reserve, The Ritz Carlton Panama, and The Ritz-Carlton Santiago. Throughout her career, she has also led more than 25 luxury hotel openings worldwide.

"Having led luxury hotels around the world, overseen numerous openings, and gained experience in mountain resort hospitality, I am drawn to the opportunity to bring that experience to The Little Nell, Residences at The Little Nell and Aspen Mountain Club at such an important moment in the evolution of these properties and the expansion of Nell Hotels," said Estornell. "I am honored to work alongside these talented teams to build on the legacy of each property, foster a culture where people feel proud of what they create together and continue delivering the deeply personal hospitality that connects guests to Aspen."

Estornell joins The Little Nell as the property [enters a defining new chapter](#), following the launch of [Nell Hotels](#), [Aspen Hospitality's](#) new luxury hotel brand rooted in the legacy of The Little Nell. As the founding property of the brand, The Little Nell continues to shape its future while preparing for its first comprehensive renovation in more than three decades.

"This is an important moment for The Little Nell as we prepare for its first comprehensive renovation, and for Residences at The Little Nell and Aspen Mountain Club as we create greater alignment across our luxury hospitality experiences in Aspen," said Jeff Toscano, CEO of Aspen Hospitality. "Sandra's experience leading world-renowned properties through periods of growth and transformation makes her the right person to strengthen collaboration across our Aspen portfolio and help shape its continued evolution."

For more information on Nell Hotels, please visit nellhotels.com.

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Media Contacts

Quinn PR, an Interluxe Group Company
nellhotels@quinn.pr

Assets

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ABOUT THE LITTLE NELL

The Little Nell by [Aspen One](#) is Aspen's only Five-Star, Five-Diamond, ski-in/ski-out hotel, featuring luxurious amenities, personalized service, breathtaking mountain views, renowned dining, spacious accommodations, and unparalleled access to America's most famous mountain town.

A Relais & Châteaux resort, *The Little Nell* is consistently recognized for its award-winning wine and culinary programs and dedicated service. The property boasts a variety of amenities, including two restaurants, three bars, a wine cellar and a speakeasy. The [*Spa at The Little Nell is rooted in 'The Aspen Idea' - a holistic lifestyle philosophy that integrates mind, body, and spirit. During ski season, The Little Nell*](#) guests have access to a slopeside ski concierge and numerous winter adventure. In summer months, guests enjoy lush gardens along with off-road adventures, stargazing, fly fishing and mountaintop yoga; plus, a pool, hot tub and health center year-round. *The Little Nell* has been acknowledged with [numerous awards for decades including being named a Forbes Five-Star hotel since 1995, a AAA Five-Diamond hotel since 1991, a Wine Spectator Grand Award winner since 1997, recognition as one of America's 100 Best Wine Restaurants from Wine Enthusiast](#), and frequently nominated for its Outstanding Wine Program by the James Beard Foundation.

The Little Nell also proudly offers residences, with 26 exquisite private mountainside homes and 12 guest rooms situated at the base of Aspen Mountain where owners and rental guests enjoy exceptional personal service delivered by *The Little Nell* team, along with effortless ski-in/ski-out access to Aspen Mountain.

The Little Nell is the founding property of [Nell Hotels](#), Aspen One's collection of distinctive luxury hotels and residences. Building on *The Little Nell*'s legacy, The Nell New York will open at Rockefeller Center in 2027 as the first Nell hotel outside of Aspen, bringing the brand's signature sophistication, culinary excellence and legendary service to the heart of New York City.

For more information, visit www.thelittlenell.com or follow @thelittlenell on Instagram or Facebook.

ABOUT ASPEN ONE

[Aspen One](#) renews the mind, body, and spirit with a portfolio that redefines luxury, adventure, and leisure. With world-class and innovative brands and businesses, including Aspen Skiing Company, Aspen Hospitality, and Aspen Ventures, Aspen One propels the expansion of the Aspen ethos globally.

Whether it's [Aspen Skiing Company](#) providing unforgettable experiences at the confluence of nature, culture, and recreation across its [four legendary mountains](#)—Aspen Mountain, Snowmass, Aspen Highlands, and Buttermilk; or [Aspen Hospitality](#) elevating guest experiences in unforgettable ways by developing, owning, and operating a growing set of luxury and upper-scale hotels, private clubs, and branded residential properties in prime locations under [The Nell](#) and [Limelight](#) brands; Aspen One is deeply committed to providing unparalleled service, creative

programming, community engagement, and unique opportunities for exploration. The company's commitment to innovation is central to its evolution, including Aspen Ventures' amplification of the Aspen brand globally through new business lines that embody its values and heritage such as [Aspen Collection](#).

For more than 75 years, the Aspen brand and community has pointed its compass toward new paths, people, and possibilities—and today, as Aspen One, the future is limitless. The company is a leader in sustainability and advocacy, with a legacy of modeling leading-edge solutions and changing policy locally and globally. As a collection of brands driven by tightly held core values, Aspen One aims to inspire a better world. For more information, visit www.aspen.com.