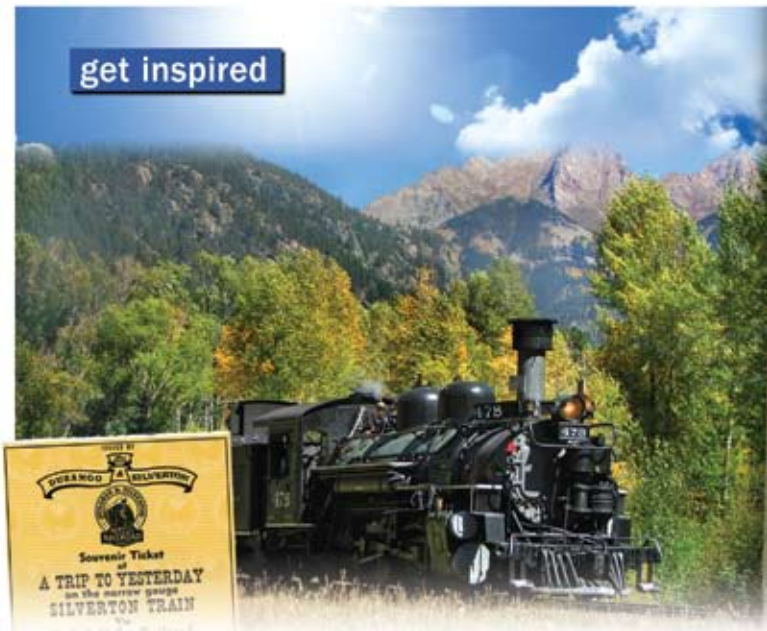


get inspired



Top left: Breathtaking mountain scenery, Durango & Silverton Narrow Gauge Railroad
Middle: Shoppers in downtown Durango, Mesa Verde
Right: Family canoes at Vallecito Lake; Top right: Sky Ute Casino and Resort

Museums and Art Galleries

Opening in 2010, The **Durango Discovery Museum** unveils the interactive science and energy center in Durango's Historic Powerhouse. The state-of-the-art museum offers hands-on science + energy exhibits, historic interpretation exhibits, Sudden Science™, Solar Roller™, a museum shop and café, energy demo labs and workshops. Housed in the country's oldest surviving coal-fired, steam-generated AC power plant, the museum's interactive discovery and science exhibits promise to "ignite curiosity, spark imagination and power exploration."

Over a dozen **galleries** carry treasures from American Indians, Contemporary Western and Southwestern works of museum-quality art represented with sculptures, pottery, baskets, fine art photography and home furnishings. An allure of gold, silver, precious stones and bronze is transformed into sculpture and custom jewelry. Durango is home to a national treasure for Native American studies – **Center for Southwest Studies** at Fort Lewis College and the **Southern Ute Cultural Center and Museum** at Sky Ute Casino and Resort. The **Animas Museum** traces the birth and history of our mountain town while the **D&SNGRR Museum** brings the steam-engine's heritage to life.

Durango & Silverton Narrow Gauge Railroad

Welcome aboard! Take a ride back through time behind this 125 year old, historic coal-fired, **steam-powered locomotive**. Revel in the breathtaking sights as the train winds from the Animas Valley through 46 miles of the San Juan National Forest to the old mining town of Silverton, CO.

Historic Downtown

Downtown Durango is a **Nationally Registered Historic District** boasting historic hotels, award winning restaurants, fabulous art galleries and museums, eclectic shopping and uniquely Durango events. The National Trust for Historic Preservation named Durango to its 2007 list of America's Dozen Distinctive Destinations.

Shopping

From children's boutiques and fashion chic, to kitchen gadgets and outdoor provisions, Durango's **shopping** scene is a proverbial treasure trove of gifts and distinct merchandise. Durango's creative and independent retailers offer fun-filled prospects for finding "just the right thing" for every friend, family member and adventure you can dream of.

Fort Lewis College

Ninety-six majors and minors, 70 student clubs, 2 NCAA champion soccer teams, top-accredited accounting and business, music & theatre, Native American studies, outdoor studies, geology and a host of other fields of study. This four-year liberal arts college has inspired and educated a diverse undergraduate student population for nearly 100 years.

Live Entertainment

Musicals to melodramas, saloon crooners to outdoor fiddlers, classical orchestra to 70's rock. The **Community Concert Hall** at Fort Lewis College attracts world class performers to a state-of-the-art, 600 person performance hall. Cheer the hero, boo the villain, whistle for the vamp and sigh for our lovely heroine in dramatic and comedic entertainment at the **The Great Durango Melodrama at the Henry Strater Theatre. Music in the Mountains** brings a multi-week summer musical festival offering orchestral, chamber, conservatory and pops concerts in inspiring venues. Enjoy a chuck wagon supper and western stage show with songs of cowboys and the old west, lively instrumentals and comedy at the **Bar D Chuckwagon. Durango Arts Center** and **Fort Lewis College** offer year-round live theatre featuring children and professionals. Call it a night at the **Diamond Belle Saloon** and enjoy ragtime piano bar entertainers and a summertime shootout, while costumed dance hall girls and bartenders transport you back to the turn of the last century.

Mesa Verde

West of Durango, Mesa Verde Country is the archaeological center of America. Home to **Mesa Verde National Park**, the Ute Mountain Tribal Park, Hovenweep National Monument, the Anasazi Heritage Center and Crow Canyon Archaeological Center. This **UNESCO World Heritage Site** offers visitors an unforgettable opportunity to see and experience the life of the Ancestral Puebloans.

Sky Ute Casino and Resort

Learn the history and culture of the Southern Ute Indian Tribe through its people, stories, culture and artifacts. New in 2009, the luxury **Sky Ute Casino and Resort** is a destination vacation with gaming, entertainment and a wealth of cultural events and museums.

Vallecito Lake

"Lake of the Little Valley"—sheltered in a secluded mountain valley 8,000 feet above sea level, **Vallecito Lake** is one of the largest and most beautiful bodies of water in Colorado. Vallecito Lake is surround by millions of acres of unspoiled **San Juan National Forest**; a playground for fishing, camping, horseback riding, hunting, hiking, boating and relaxing.

Go Western

A tribute to our Wild Western heritage, whoop it up at a **rodeo** for bone jarring bare back riding, classic saddle bronc riding, bull riding, hilarious rodeo clowns and gymkhana. As in the movie City Slickers™, check out a **dude ranch**, enjoy a **hayride** or a **stagecoach ride** in the summer and a cozy **sleigh ride** in the winter.





get outside

Top left: Horseback riding at Vallecito Lake
Lower left: Durango Mountain Resort

Postcard: Soaring Tree Top Adventures, white water rafting, mountain biking

Get Outside...

With 2.5 million acres of public lands in southwest Colorado, getting to know Durango is about recreating in the out-of-doors. Enjoy world-class mountain biking and hiking on hundreds of miles of trails; golfing, whitewater, hot springs, rafting/kayaking/paddle surfing, backpacking, rock-climbing, horseback riding, skiing, snowboarding, dog sledding, snowmobiling and so much more! **Durango is a veritable playground of outdoor adventure.**

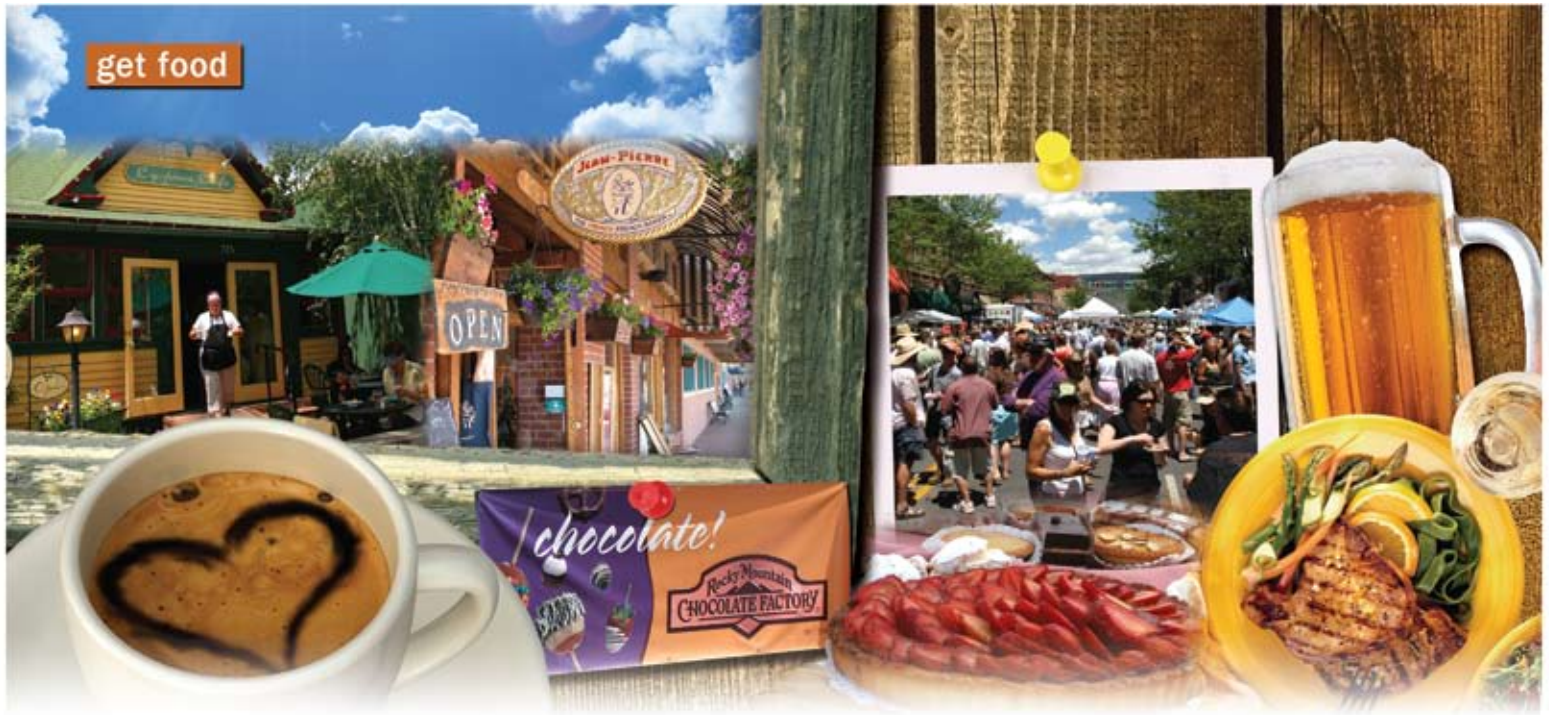
On the water. The name “Durango” translates to “water town” in Basque and draws its name from the river that runs through town: El Rio de las Animas Perdidas (River of Lost Souls) or simply the “**Animas River**”. Rafters, kayakers, paddlers, fly fishermen, tubers, explorers, waders and kids of all ages, look no further. The Animas River offers the expert Class V rapids (Upper Animas) and a playful Class I-II (or higher during peak spring run-off) through town. Durango’s **Whitewater Park** is an Official Olympic Training Course and the site of competitive white water events. The Animas also boasts a two-mile stretch of **Gold-Medal fishing waters** south of downtown. An alpine wonderland with fabled mountain waters, **Vallecito Lake** lies a leisurely 22 miles northeast of Durango in the heart of the **San Juan National Forest**. Relax with a soak in naturally-heated mineral pools at **Trimble Hot Springs**.

On a trail or in the sky. The area’s multitude of trails is shared by hikers, horseback riders and mountain bikers. **Hikers & Walkers:** The **Animas River Trail** is a paved 4.7 mile trail that runs along the Animas River, offering a relaxing venue for an inspired stroll, run or cruiser bike ride. The public lands surrounding Durango are ebbing with over 350 miles of trails, including the trail head of the **Colorado Trail** at Junction Creek! **Trails 2000** is our local active trail advocacy group. Beginning sometime around June, the high country fields are a proverbial sea of wildflowers with breath-taking views. **Horseback Riders:** In a nod to the region’s ranching and “cowboy” heritage, the Durango area has been said to possess the largest per capita domestic horse population in the country. **Mountain & Road Bikers:** Durango

has (rightfully) earned the title of **Silver Level Bicycle Friendly Community** and “Mountain Biking Mecca” with miles of single-track and dirt roads. Road biking is also very popular, with Durango gaining national recognition with its annual **Iron Horse Bicycle Classic**, where thousands of road bikers race the Durango & Silverton Narrow Gauge Railroad to Silverton. Soar through the tree tops of an alpine river valley in a century-old forest on a canopy tour at **Soaring Tree Top Adventures**®. Want to go higher? Hitch a glider ride with the **Durango Soaring Club**.

Hit the Slopes. Just 25 miles north of town, **Purgatory at Durango Mountain Resort** is tucked away in the San Juan Mountains. With an average annual snowfall of 250 inches, the resort offers 85 trails with terrain for all ability levels, including a dedicated beginners’ area and two terrain parks. For the 2009-2010 ski season, Purgatory unveiled 125 new acres of expert tree-skiing terrain in the Legends area on the back side of the mountain. In addition to **skiing and snowboarding**, Purgatory offers a complete lineup of winter activities, including **sleigh rides, snow tubing and ski biking**. **Summertime on the mountain** brings trails, views, vistas and a wealth of mountain activities. Purgatory’s summer activities include **alpine sledding**, bungee jumping, rock climbing, panning for gold, miniature golf and Frisbee golf, a scenic chairlift ride and outdoor concerts. A new way to get down the mountain is on a **Diggler Mountain Scooter**. Digglers are part mountain bike, part scooter and part snowboard. For **Nordic Skiing**, the **Durango Nordic Center** has over 18 km of groomed trails for classic and skate skiing. **Ski Hesperus** and **Chapman Hill Ski Area** offer smaller ski hill options with nighttime-lit slopes. Chapman is located in town and also offers **ice skating, sledding** and new snowmaking capabilities.





Top left: Cyprus Cafe and Jean Pierre French Bakery. Polaroid: Taste of Durango Event

Downtown Durango boasts as many restaurants per capita as San Francisco

That's right! From down-to-earth eateries, cafes and brewpubs to award-winning fine dining, our culinary offerings reflect the richness, creativity and uniqueness of the Southwest. Simmering and sautéing well above sea level is a culinary delight.

“This Four Corners mountain town is now home to a myriad of good eats. And lest you doubt Durango's boast... San Francisco has a population of 791,684 and 4,375 restaurants... Durango has a population of 16,000 and 100 restaurants, which means San Francisco has a restaurant for about every 180 residents to Durango's 160.” Denver Post

The quantity of independent restaurants, quality of ingredients and breadth of menu selections in this town, boldly challenge the sophisticated culinary offerings of any metropolitan hub. From sushi to Himalayan and classic French to American Southwest, **Durango is a hotbed for cuisines that blend the absolute best flavors from around the world and from our own backyard.**

From trail to market, you'll find local favorites: **Zuberfizz, Ricky's Lucky Nuts, Durango Coffee Company, Rocky Mountain Chocolate Factory, San Juan Mustard, Durango Farmers Market, Honeyville Honey, O'Hara's Jam, Foxfire Lamb, James Ranch Artisan Cheese and Desert Sun Coffee.**

Agriculture is at the heart of the Durango community supported by a strong “eat local” mindset and an abundance of locally grown and raised meat, vegetables and food products. At the **Durango Farmers Market** local agriculturalists and artisans meet in a festive market venue to sell their harvests and talents. **Agritourism** brings visitors to learn about sustainability and enjoy an agri-vacation in this fertile mountain growing region.

We like to celebrate – **food festivals** are in abundance! **The Wine Experience, Coffee Fest, Taste of Durango, San Juan Brewfest, Home Grown Festival, Tour de Farms and Iron Horse Chef** are a sampling of our food-centric celebrations.

City of Brewerly Love... Self-proclaimed as the “Napa Valley of Beer”, a trip to Durango isn't complete without a pint from one of our four microbreweries and brew pubs: **Carver Brewing Co., Durango Brewing Co., Ska Brewing Co. and Steamworks Brewing Co.** Due to readily available “first use” water, Durango is ideal for brewing award-winning beers, ales and lagers. Cheers!





Top: Colorado Trails Ranch
Lower left: Wilderness Trails Ranch; wintertime snuggle

Left: Rochester Hotel, Right: Historic Strater Hotel

Durango area lodging: more than just a place to lay your head...

When you're ready to tuck yourself in for the night, we offer lodging from traditional to unique.

Slopeside... The new Purgatory Lodge at Durango Mountain Resort opened winter 2009 with upgraded skier services and amenities, new lodging facilities and the world-class Purgatory Day Lodge. The family-friendly lodge features 2, 3 and 4 bedroom slopeside units, a swimming pool and spa facility, ski and snowboard storage and more. Experience the quintessential skier's dream with a good night sleep in a slopeside condominium, rental house or hotel room at Purgatory.

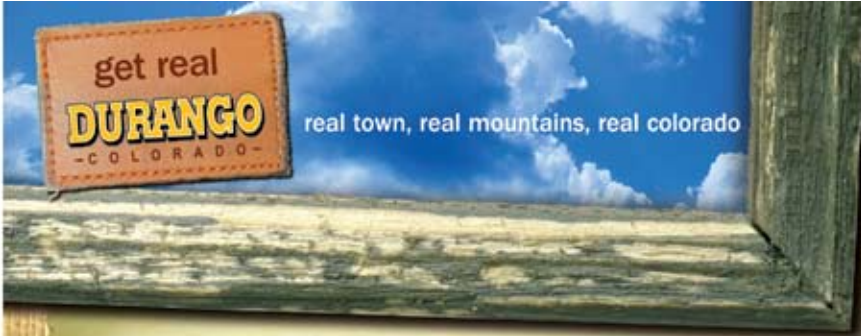
Cozy Inns & B&Bs... Unwind, pamper yourself and truly enjoy your stay in one of Durango's charming inns or bed & breakfasts. Located downtown, out of town, creekside, lakeside or mountainside; Durango's inns and bed & breakfasts offer unique lodging, incredible hospitality and a respite from the ordinary.

Authentic Colorado cabins and ranches... Kick off your boots and experience the authentic southwest at one of our working ranches. From rustic mountain lodges and lake front cabins, to all-inclusive guest ranches and resorts, saddle up for Durango-style hospitality and a wild-western holiday.

Camp out on top of the world... At 6,512 feet above sea-level, you're closer to the stars. The Durango area offers a plethora of campgrounds and RV parks for all levels of "roughing-it": in-town, out of town and way-out-of-town.

Historic hotels and modern day hotels and motels... Durango offers a retreat with historic boutique properties, comfortable independent "mom & pop" motels and upscale hotel accommodations with all the amenities.





Greetings from Durango, Colorado!

Our mountain town has many claims to fame including: Mountain Bike Mecca, Best Water Town in the West, Best Scenic Train Ride, Top Family Ski Resort, Top Soaring Vacation and even Dog-Friendliest Town! We invite you to discover for yourself what makes Durango such a unique and memorable place. We're confident you'll find friendly locals, spectacular mountain views, a healthy pace of life, limitless activities, inspiring art galleries, delicious cuisine and your fair share of our 300+ days of sunshine per year.

Durango has become a favorite getaway for many reasons:

- 2007 "America's Dozen Distinctive Destinations", National Trust for Historic Preservation
- 2007 "Next Best Places to Ski, Live, Invest and Retire", Ski Magazine
- 2008 "Top Ten Western Towns", True West Magazine
- 2008 "7 Great Mountains to Ski with Your Kids", Ski Magazine
- 2008 "Governor's Award for Historic Preservation", Colorado Historical Society
- 2008 "Silver Level Bicycle Friendly Community", The League of American Bicyclists
- 2008 "Colorful Colorado Award", Governor's Award for Downtown Excellence
- 2008 "Top 10 Christmas Towns", HGTV

- 2008 "Top 20 Resorts", Conde Nast Traveler
- 2008 "Best Places to Live in Rural America," Progressive Farmer
- 2009 "Top 20 Romantic Getaways", Sunset Magazine
- 2009 "America's 200 Best Hunting and Fishing Towns", Outdoor Life
- 2009 "The West's 20 Best Small Towns", Sunset Magazine
- 2009 "Top Ten Train Rides", Society of American Travel Writers
- 2009 "Top 10 Places to Raise an Outdoor Child", Backpacker Magazine, CBS news
- 2010 "Town to Watch", True West Magazine

Please contact me at **970.749.0991** or via email at anne@durango.org.

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Visit us at www.durango.org



search "Real Durango"



twitter.com/durangotourism

How to Get Here

By Land... Durango is situated along one of the prettiest drives in America: the San Juan Skyway. Travel to the top of the world and back in time along this scenic and historic byway, accessible by US Hwy 550 from the north and south, and by US Hwy 160 from the east and west.

By Air... The Durango/La Plata County Airport (Airport Code: DRO) offers connections to the nation and the world with services by three airlines providing daily arrivals: US Air direct from Phoenix, AZ; United Express and Frontier Airlines from Denver, CO. Durango welcomes over a dozen flights daily, and is an easy one-stop destination from many U.S. cities! Visit www.flydurango.com.

Who we are:

The Durango Area Tourism Office is a not-for-profit organization that operates with the mission to promote the Durango area's multitude of tourism attractions, events and services. The role of the Durango Area Tourism Office is to represent the entire breadth of all Durango & La Plata County businesses in the tourism and hospitality industry on a year-round basis.