

Durango selected as Next Best Place

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Ski Magazine picks town and resort as the place to watch, again

Durango, CO – There is no denying it now, the secret is out about Durango, Colorado. For the second time in three months Ski Magazine has pinpointed the resort and mountain town as the place to be. The January edition of the magazine, on newsstands now, features Durango and Durango Mountain Resort as one of the Next Best Places to Ski, Live, Invest and Retire.

Only seven resorts from North America were selected on this elite list of up-and-coming destinations; and Durango was the only Colorado town chosen. Durango Mountain Resort made the cut due to upgrades occurring as part of the resort's 25 year Master Plan and the town of Durango's unique amenities. The resort was noted for "1200 acres of fluff, including long, looping cruisers," and a lack of crowds.

The overall appeal of Durango as a mountain destination with a genuine western mentality was enhanced by the numerous amenities that usually elude small mountain communities. Fort Lewis College, the new Mercy Regional Medical Center, and outgoing citizens who lend a hand at nearly every event set Durango apart from countless other Colorado resorts.

The accolade is one of a handful bestowed on Durango Mountain Resort recently. Purgatory was also featured in Ski Magazine's November issue as one of the 7 Great Mountains to Ski with Your Kids and as a hot spot to buy real estate in the Market Report. In addition, Conde Nast Traveler Magazine selected Purgatory as one of the Top 20 Ski Resorts in North America in 2007.