



– A Timbers Resort –

## **THE SEBASTIAN - VAIL– INTRODUCES NEW GENERAL MANAGER ROBERT FRIEDL**

*The Luxury Boutique Hotel and Private Residence Club Will Introduce a New Elevated Mountain-Chic Guest Room Experience this Winter*

**VAIL, COLO.** (December 2, 2014) – [The Sebastian - Vail – A Timbers Resort](#) has announced that Robert Friedl has been promoted to general manger, overseeing all operations of the award-winning luxury boutique hotel, located in the heart of Vail, Colo. Friedl has been a leader within the [Timbers Resorts](#) collection of hotels and private residence clubs for two years including his most recent role as assistant general manager at The Sebastian - Vail where he focused on the hotel’s complex food and beverage operations and guest experience. Prior to joining the team in Vail, Friedl was the resort manager at The Residences at Kapalua Bay in Maui, Hawaii.

“Robert has been an asset to the Timbers Resorts team and we are thrilled that he will further elevate his role as general manager of The Sebastian - Vail,” said Timbers Resorts, CEO/ Founder, David Burden. “Robert’s enthusiastic attitude and strategic approach have positively impacted the guest experience and the overall business performance of the property and we look forward to Robert leading the team to new heights.”

On December 13, 2014 (12-13-14), The Sebastian - Vail will unveil an enhanced guest room experience that reflect the changing interests of its luxury traveler including a new guest room design, a series of smart in-room amenities and a new category of one-and-two bedroom executive suites that will be part of the hotel’s new configuration of 84 luxury hotel rooms, 16 executive suites, seven residential suites and a 36-residence Private Residence Club.

“I am delighted to join the executive team at Timbers Resorts in this new capacity and to work alongside the brilliant staff at The Sebastian - Vail as we continue to bring new and thoughtful

experiences to our guests and owners,” said Friedl. “We have another exciting winter season ahead of us and look forward to unveiling the new guest room concept in December.”

A member of Preferred Hotels & Resorts, The Sebastian - Vail was recently recognized as the No. 1 Best Hotel in the West in the 2014 *Condé Nast Traveler* Readers' Choice Awards and among the “500 World's Best Hotels” by *Travel + Leisure* in 2014. The Sebastian - Vail is a boutique property brimming with character and infused with a strong sense of place that breaks the mold of the traditional aesthetics in Vail. The property is an eclectic confluence of playful sophistication and high-mountain comfort with a cozy, residential atmosphere filled with views of the Rocky Mountains and the entire valley.

Friedl has a strong background in residence club management as well more than two decades of luxury hotel management experience which began in his home town of Nuremberg, Germany in 1988. He has held leadership positions at luxury boutique hotels across the U.S. including The Delano in South Beach Miami, L'Auberge de Sedona in Sedona, AZ and The Hard Rock Hotel in San Diego, Calif. and spent many years in various positions at both hotel and residence clubs with The Ritz-Carlton Hotel Company.

**The Sebastian - Vail – Vail, Colo.:**

The Sebastian - Vail – A Timbers Resort and member of Preferred Hotels & Resorts, debuted in January 2011 as Vail Valley's newest boutique hotel and private residence club. Timbers Resorts serves as operator and manager and brings its experience and cachet to this special property, adding its trademark touches to the 84 luxury hotel rooms, 16 executive suites, seven residential suites and 36-residence Private Residence Club. The resort is brimming with character, The Sebastian - Vail is infused with a strong sense of place while offering a modern sophistication new to the region. Some highlights include a mountain-view pool with roaring fire pits and steaming hot tubs, The Sebastian-Vail Base Camp at the foot of Vail Mountain, a progressive bar called Frost and leading edge dining experience at Leonora. [www.thesebastianvail.com](http://www.thesebastianvail.com)

**About Timbers Resorts:**

Timbers Resorts is the developer and operator of a collection of properties in over 14 of the world's most diverse high-end destinations. A portfolio known as the Timbers Collection, destinations include boutique, private resorts, hotels and residence clubs in ski, golf, leisure and beach locations. Since 1999, Timbers Resorts has been committed to being authentic, unique and respectful of the destination, focusing on family and experiences, and never compromising with regard to quality and service. Owners at properties in the Timbers Collection are granted an ownership experience with expanded benefits through a host of travel and lifestyle partners such as Sentient Jet, Hertz and more, as well as access to the Timbers Reciprocity Program and the ability to trade vacation time with other destinations in the portfolio. Current Timbers Collection properties can be found in Aspen, Beaver Creek, Cabo San Lucas, Jupiter, Maui, Napa, Scottsdale, Snowmass, Sonoma, Southern California, Steamboat, St. Thomas, Tuscany and Vail. For more info, please visit [www.timbersresorts.com](http://www.timbersresorts.com),

[www.facebook.com/timbersresorts](http://www.facebook.com/timbersresorts), [www.twitter.com/timbersresorts](http://www.twitter.com/timbersresorts) and [www.pinterest.com/timbersresorts](http://www.pinterest.com/timbersresorts).

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