



Limelight Snowmass Announces Naprès Ski: A BabyBjörn-Powered Package to Help Families Travel Lighter and Adventure Easier
Exclusive Partnership with BabyBjörn at Limelight Snowmass Seamlessly Supports Family Travel in the Mountains

Images can be found linked [HERE](#), with credit to Kersten Vasey

SNOWMASS, CO (November 6, 2025) - [Limelight Snowmass](#) and [BabyBjörn](#) are pleased to announce an exclusive partnership debuting this winter, bookable beginning November 6th. [Naprès Ski](#) is a thoughtfully created in-room package – this partnership includes premium baby essentials awaiting families upon arrival, making travel more seamless and stress-free for parents.

Rooms are outfitted with BabyBjörn’s five most trusted items for a \$75 add-on, including BabyBjörn's Baby Carrier Harmony, Bouncer Bliss, Travel Crib Light, four-piece mealtime set, and a toilet trainer seat. By eliminating one of the biggest hurdles of traveling with little ones, Limelight Snowmass is setting a new standard for family-friendly travel: helping families focus on shared memories and adventure, without worrying about the logistics and burden of hauling gear.

The partnership with BabyBjörn, a Swedish family-owned company founded in 1961, brings decades of expertise in creating safe, functional, and stylish products for children. Guided by its mission to simplify life for parents, BabyBjörn has become a trusted name worldwide for essentials that support closeness and everyday ease.

“Limelight has always been about creating space for discovery, connection, and play,” said Russ Craney, General Manager of Limelight Snowmass. “Our hope is that the Naprès Ski package makes family adventures feel effortless. Exploring new places—especially family-friendly destinations like Snowmass—should be exciting and easy, with every comfort within reach. Here, parents and children can feel at home while sharing new experiences together.”

[Snowmass](#) has long been recognized as one of the most family-friendly ski destinations in the Rockies, and this new program is a natural extension of that [family-first ethos](#), extending it to the youngest adventurers. On-mountain, kids under six ski free, while ages 7–17 enjoy discounted lift tickets with a lesson. The [Treehouse Kids’ Adventure Center](#) offers licensed childcare, themed playrooms, and attentive staff. Even toddlers can join full- or half-day lessons at The Hideout or Treehouse centers, making it easy for every generation to discover the joy of skiing—guided by Aspen Snowmass’ world-class [ski school](#), where expert instructors create confidence and fun for all skill levels.

At Limelight Snowmass, mornings might begin with an included breakfast, followed by playtime in the kids’ game area or a climb up the five-story rock wall. Afternoons invite stroller-friendly trail walks or a soak in the hotel’s outdoor spa pools, while evenings bring live music and wood-fired pizza in the Limelight Lounge.

“BabyBjörn was founded more than 60 years ago with a simple mission: to make life easier and more enjoyable for families with small children and put families first in everything we do,” said Colleen Gibson, North America Marketing Director, BabyBjörn. “This partnership with Limelight Snowmass is a natural

extension of that mission, reflecting our values as a family-owned company and our commitment to building genuine relationships with families. Together, we're making it easier for parents to focus on what matters most: creating new memories together."

Centered on families and adventure at every step, whether skiing, sharing s'mores, or exploring something new, Limelight makes the joy of travel effortless and inclusive for travelers of every age. To book the Napres Ski package, visit www.limelighthotels.com/snowmass/stay/amenities/baby-bjorn.

For more information about Limelight Snowmass, please visit www.limelighthotels.com and follow along on Instagram at [@limelighthotel](https://www.instagram.com/limelighthotel). For more information on BabyBjörn, please visit www.babybjorn.com and follow on Instagram at [@babybjornus](https://www.instagram.com/babybjornus)

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ABOUT LIMELIGHT HOTELS

Limelight Hotels by Aspen One provide authentic and contemporary connections to their communities and the adventures that surround them. Set in the heart of elevated and unique locations, each Limelight hotel is carefully designed with distinctive design and purposeful functionality, created to evoke a sense of place and a point of view. Current locations include four properties across Colorado in Aspen, Snowmass, Denver, and Boulder (opened Fall 2025); Ketchum, Idaho; Mammoth, California (coming by the end of 2025); and Charleston, South Carolina (coming 2028). For more information, visit www.limelighthotels.com or follow [@limelighthotel](https://www.instagram.com/limelighthotel) on Instagram and 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.

ABOUT BABYBJÖRN

Founded in 1961, BabyBjörn is a Swedish family-owned company that develops safe, innovative products for babies and toddlers, designed to make everyday life easier for parents worldwide.

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