



FOR IMMEDIATE RELEASE

**VERMEJO, A TED TURNER RESERVE, RECOGNIZED WITH
CONDE NAST TRAVELER'S 2024 READERS' CHOICE AWARD
"#1 BEST RESORT - USA SOUTHWEST"**

Raton, NM (October 1, 2024) – *Conde Nast Traveler* today announced the results of its annual [Readers' Choice Awards](#) with Vermejo, a Ted Turner Reserve, recognized as the Best Resort in the USA Southwest.

More than **520,000** *Conde Nast Traveler* readers submitted responses rating their travel experiences across the globe to offer a comprehensive look at the places they eagerly anticipate revisiting. The Readers' Choice Awards, with their unparalleled legacy as the travel industry's longest running and most prestigious accolades, remain the ultimate symbol and acknowledgement of excellence within the travel sector. The full list of winners can be found [here](#).

“With so many wonderful luxury destination resorts located in the southwestern US, it is an unbelievable honor to be recognized as the best, and by those whose opinion matters most – our guests,” said Theresa King, General Manager of Vermejo. She attributes Vermejo’s considerable accolades over the past few years to be a direct result of the staff’s unwavering commitment to creating a highly personalized stay for each reservation, with a friendly approach. “It starts with the first call into our reservations team, who helps to guide the caller to the accommodations that best meets their needs. Our reserve ambassadors co-curate the perfect, bespoke itinerary with each guest. From the moment they arrive, guests are welcomed as friends, embraced by our entire staff, and leave feeling like family,” says King.

[Vermejo](#), the unparalleled example of large landscape conservation in North America, offers luxury accommodations and high-touch service in one of North America’s most dramatic, natural destinations. With over 550,000 stunning acres of picturesque, rewilded lands, Vermejo is the jewel of Northern New Mexico, replete with snowcapped alpine tundra, vast forests and prairie land, 19 lakes and 137 miles of rivers and streams. Its diverse landscape is a sanctuary to a wide variety of endangered and sensitive species, and home to the great American bison, deer, elk, pronghorn, black bears, beaver and mountain lions. Whether riding horseback through open

fields, exploring turn-of-the-century charcoal kilns, rock climbing the via ferrata or fly fishing for native Rio Grande cutthroat trout, Vermejo provides the perfect locale for couples, families and group travelers alike.

###

About Ted Turner Reserves:

Ted Turner Reserves is a hospitality brand that is grounded in conservation with a mission to connect people with nature. With 1.1 million acres across three properties in New Mexico, Ted Turner Reserves includes three reserves ([Vermejo](#), [Armendaris](#) and [Ladder](#)) and one retreat ([Sierra Grande](#)). These properties provide an unparalleled experience for guests to visit and experience luxurious hospitality, outdoor activities, and unfettered access to nature. Guests also will have the opportunity to learn about renowned businessman, philanthropist, and environmentalist [Ted Turner's](#) efforts to restore and preserve these properties and their native species and ecosystems.

Contact:

Lindsay Curry
Vice President of Sales & Marketing
480-625-6253
lindsay.curry@tedturnerreserves.com