

Press Contact Information

Gondola Ventures

AJ West

719-235-2830

aj@chickenango.com

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**Estes Park Aerial Tramway Announces Grand Reopening
Under New Owners Gondola Ventures, LLC**

Estes Park, Colorado, April 10, 2024 – The Estes Park Aerial Tramway, the 70-year-old historic tramway designed and built by engineering pioneer Robert Heron, announced its grand reopening to the public on Saturday May 25th, 2024 under new owner Gondola Ventures, LLC (GVC). GVC purchased the Estes Tramway from the Heron family, who had operated it continuously since 1955, except for 2020 (Covid) and 2023 (sale). GVC is committed to revitalizing this iconic attraction while honoring its rich history and heritage.

The relaunched Estes Tramway will offer a historic ride with spectacular views from the tram and the viewing platform at the top of the mountain, along with delicious food from the summit café and opportunities to purchase unique merchandise. GVC's revitalization starts with initial property upgrades, which commenced this week, including parking lot repaving and striping, exterior and interior architectural improvements, signage and necessary accessibility improvements. The iconic fire engine red tram cabins, symbols of the 70-year-old tramway, will continue operating. To improve the visitor experience, GVC is adding an online ticketing system, with timed entry, to reduce wait times.

"We're excited to breathe new life into the Estes Park Aerial Tramway, ensuring it remains a cherished destination for years to come," said Adrian Liddell, long time General Manager of the Estes Park Tramway. "Our goal is to blend the tramway's storied past with modern enhancements that will elevate the guest experience."

"GVC is excited to add the Estes Park Aerial Tramway to its portfolio and we're honored the Heron Family agreed to let us take on the Tramway's historic legacy. We are passionate about building and operating aerial ropeway tourism businesses and the Estes Park Tramway is one of the best examples of an iconic system in the U.S.," said Perry Shea, CEO and Co-Founder of Gondola Ventures.

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Colleen DePasquale, President of the Estes Chamber of Commerce noted that “The Estes Chamber of Commerce is excited to welcome Gondola Ventures to Estes Park and we are grateful that the Estes Park Tram will continue operating. Both our residents and visitors agree that the tram is a landmark for our town, and we look forward to enjoying the views from the top!”

About the Estes Park Tramway

Since July 1955, the Estes Park Aerial Tramway has safely transported over 3 million visitors to the summit of Prospect Mountain, offering unparalleled views of the Rocky Mountains and Continental Divide. At reopening, visitors can enjoy a unique ride thanks to the free span design (a rarity in the U.S.), delicious food at the summit café and gift shops with a variety of unique tram merchandise. To learn more and buy tickets, visit www.estestram.com.

About Gondola Ventures

Gondola Ventures (GVC) is the leading private equity firm specializing in aerial ropeway tourism projects, focused on financing, building and operating point of interest gondola systems, and their related ancillary tourism businesses. GVC is deeply invested in projects globally, employing a team of industry-leading experts to navigate the complex political, technical, operational and financial landscapes. Gondola Ventures’ portfolio of projects includes the Estes Park Aerial Tramway in Estes Park, CO, the Mighty Argo Cable Car project in Idaho Springs, CO, and a dozen additional systems under agreement or in development globally. More information at www.gondolaventures.com.

For more information on the Estes Park Aerial Tramway and upcoming events, please [visit our website](#), and stay up to date about the reopening by following the tramway on their social channels: [Facebook](#), [Instagram](#), [TikTok](#)

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