

Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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## Highway 34 Now Open Through Big Thompson Canyon Between Loveland And Estes Park

**ESTES PARK, Colo. (May 24, 2018)** – The majestic peaks and fresh mountain air that have been calling since construction closed Highway 34 last October are finally accessible again on the newly reopened roadway.

The route, weaving through the Big Thompson Canyon, brings residents of Northeastern Colorado and surrounding areas to Estes Park 40 minutes faster than detour routes, and just in time for Memorial Day, when the springtime weather starts hinting at summer and being outside is irresistible.

An extra 40 minutes not spent in the car is an extra 40 minutes out and about in Colorado's Original Playground, pursuing adventures that may have been put on hold since last fall. Whether that is climbing, hiking, horseback riding or driving in Rocky Mountain National Park, or wandering up and down Elkhorn Avenue taking in the striking Rocky Mountain backdrop while enjoying galleries, shopping, and sweet treats.

Nearly two years of major construction to mitigate the impact of future floods in the Big Thompson Canyon is completed but finishing work, such as paving, will continue to occur throughout the summer and fall. To avoid pilot cars and potential short delays, plan to leave early and stay late, or stay overnight.

Find your next adventure and information about lodging in Estes Park at visitestespark.com.

Suzy Blackhurst, Interim CEO of Visit Estes Park said, "We are excited to welcome a new season of guests to Estes Park and are happy that getting here will be easier for those coming from the direction of Loveland," adding "U.S. Hwy. 34 through the Big Thompson Canyon historically is one of Colorado's best known, and loved, scenic routes. Having two winters of complete closures behind us allows a more direct, easy access to all who travel here through Northern Colorado. It also provides our residents a more direct route from which we are able to receive county services. We can't thank CDOT and Kiewit (contractors) for their hard work on our behalf."

Visit Estes Park's mission is to drive tourism and year-round economic growth through effective and efficient destination marketing. For more details about VEP go to <u>VisitEstesPark.com</u>.

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