
JEEP
SIGNATURE
JAMBOREE
VERMEJO
Your Wilderness Escape

Vermejo Outdoor Adventure

Discover the ultimate wilderness escape at Vermejo Ranch, nestled in the very heart of northern New Mexico, a sanctuary retreat like nothing else in the United States. Stretching across more than 550,000 acres, this extraordinary property rivals the size of many national parks and offers an immersive experience in raw, untouched nature.

From snow-tipped alpine tundra to sweeping short-grass prairies, Vermejo invites you to roam free across a diverse landscape where wild herds of elk, majestic bison, stealthy mountain lions, and black bears roam. Stroll through forests, cast a line in one of nineteen fishable lakes, wander along pristine streams and feel as though you have the entire wilderness to yourself.

This is not just a destination – it's an expedition into pure, unbridled nature. Imagine the profound calm of dawn light on the Sangre de Cristo peaks, the quiet rustle of aspen leaves, the low call of a bison herd grazing against vast open skies. Here you escape the ordinary and step into a sanctuary where the land itself is the adventure.

And now, exclusively brought to you by Jeep Jamboree USA, you'll journey into this one-of-a-kind experience through rugged terrain, passionate guides, and an off-road legacy that aligns perfectly with the grand spirit of Vermejo. There truly is nothing else like it in the United States - a private property the size of a national park to call your own, a wilderness escape only Jeep Jamboree can deliver.



Event Schedule

Thursday, August 19 | Arrival & Munn Lake Base Camp. Meet at Tractor Supply in Raton, New Mexico at 12:00 PM and join a guided caravan through the gates of Vermejo. As the sun dips toward the mountains, we'll pause for a sundowner with sweeping views before continuing to Munn Lake. The quiet lakeside setting will be our base camp for 3-nights, surrounded by nearly 920 square miles of private wilderness.

Friday, August 20 | High Alpine Exploration. After breakfast in camp, we'll pack lunches and follow private backcountry routes into Vermejo's western reaches, climbing past high alpine lakes along roads rarely seen by the public. Keep an eye out along the way. The reserve is home to over 1,200 American bison, more than 7,000 Rocky Mountain elk, and American black bears.

Saturday, August 21 | Fishing & Shooting. We'll split into two groups for a day outdoors. Anglers will cast a line at a reserve with 19 fishable lakes and 30 miles of streams, while the shooting group heads to the range for wobble stand, five-stand sporting clays, or long-range rifle shooting. It's a chance to slow down and spend the day on the water or at the range.

Sunday, August 22 | Historic Catskill & Departure. Before departing Vermejo, we'll visit the old townsite of Catskill and see its historic charcoal kilns. The kilns once turned thousands of logs a day into charcoal, and they offer a glimpse into the work that sustained this once-bustling mountain community.



Building Of America

At the turn of the 20th century the area that became Vermejo hosted a vibrant logging community known as the Catskill community (on the ranch), where saw-mills and charcoal kilns transformed local timber into the raw materials needed for America's expanding rail and mining networks.

One of the most remarkable industrial remnants are the red-brick charcoal kilns (installed in the 1890s) at the former Catskill townsite — these beehive-shaped ovens were used to convert thousands of logs per day into charcoal, fueling smelters and rail-mile construction during the boom era of American westward infrastructure development.

When timber supplies waned and rails were removed (starting about 1920 with final track removal by 1923), the abandonment of the logging-town infrastructure at Vermejo serves as a microcosm of the boom-to-bust cycles that characterized much of the U.S. resource frontier; the land then transitioned into different uses, foreshadowing the modern conservation and wilderness-preservation ethos.



Exclusive Access

A Private Wilderness Sanctuary: Vermejo Ranch spans over half a million acres of protected wilderness, which is larger than many national parks. Yet it remains entirely private and accessible only to a limited number of invited guests each year.

Luxury in Untamed Nature: Guests enjoy world-class access and service within a setting of untouched landscapes. From private guided wildlife tours to chef-crafted dining, every element reflects refined comfort amid raw wilderness beauty.

Experiences Few Will Ever Know: Whether fly-fishing in pristine alpine streams, photographing herds of wild bison at sunrise, or exploring historic ghost towns within the property's borders, Vermejo offers experiences reserved for only a handful of visitors each season.

An Invitation Beyond the Ordinary: Access to Vermejo Ranch is not simply a trip; it's an invitation into a hidden American treasure.



What To Expect

For three nights, Munn Lake will be our home base. The trip is limited to 10 vehicles, with guides from Jeep Jamboree and Vermejo and two Jeep Jamboree support vehicles. Camp will have a hot shower, dry-flush toilets, and Starlink. All meals are included from the moment you arrive at Vermejo, including dinner at the main lodge one evening.

The routes generally rate a 3 to 5 out of 10, leaving plenty of time to explore the private backcountry and watch for American bison, elk and black bear. Bring your own fishing gear or firearms if you'd like, or use equipment provided by Vermejo. We'll also visit the Main Lodge and Casa Grande and have time to stop at the gift shop.

Vermejo spans more than 550,000 acres, from open grasslands to high alpine lakes. Its history is still visible at the old townsite of Catskill, where charcoal kilns stand as a reminder of the people who once made their living in these mountains. It's a chance to slow down, spend your days exploring a remote corner of the American West, and return to the quiet of the lake each evening.









Cuisine

- Ranch to table gourmet dining
- Chefs crafted regional flavors
- Local / seasonal inspired menus
- Elegant meals in pristine settings
- Fine wine pairings







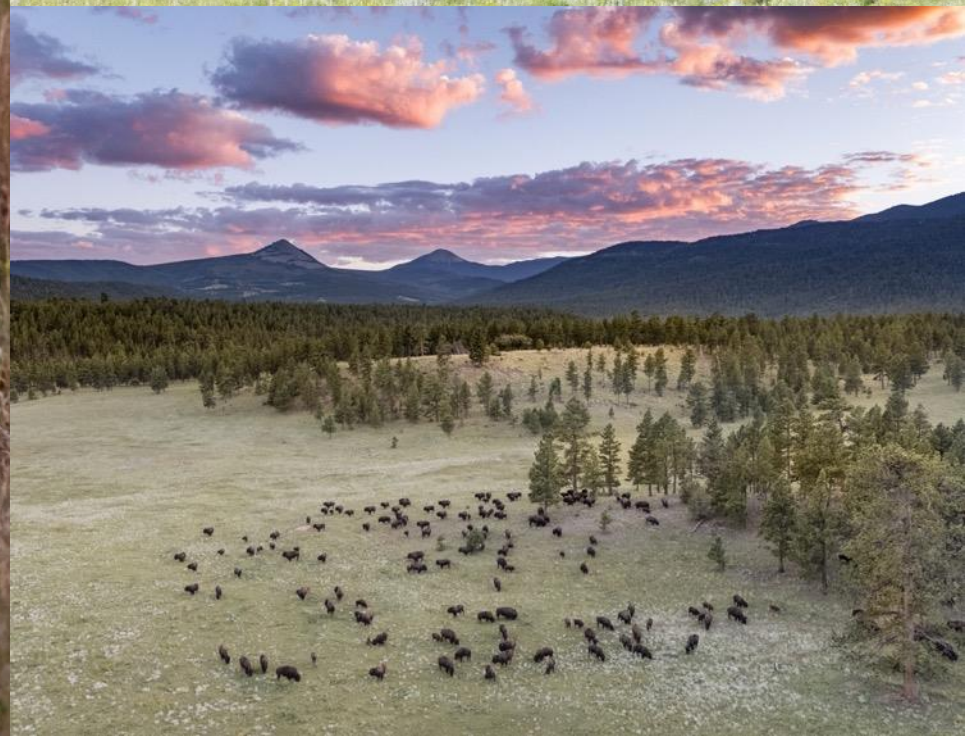


Additional Activities

- Horseback Riding
- Hiking
- Mountain Biking
- Archery







Conservation

Vermejo Ranch stands as a living model of large-scale conservation, from high alpine forests to sweeping grasslands. Its initiatives include reintroducing native species like bison and Rio Grande cutthroat trout. Every element of Vermejo's operations, from renewable energy use to sustainable ranching and selective guest access is designed to harmonize luxury with stewardship, ensuring that this vast wilderness remains wild.


Reconnect With The Wild


Jeep
JAMBOREE USA