

Discover Vermejo

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

Friday, September 25 – Guests arrive in Raton, New Mexico by 2:00 PM and join a guided caravan through the gates of Vermejo Ranch. As the sun dips low, the group will pause for a sundowner overlooking sweeping mountain vistas before continuing to Costilla Lodge, their secluded alpine retreat at 10,000 feet; where they'll spend the next three nights surrounded by wilderness, comfort, and peace.

Saturday, September 26 – Begin your first full day exploring Vermejo's 920 square miles of unspoiled beauty. Guests may enjoy guided wildlife tours, fly fishing in crystal-clear lakes and streams, hiking scenic mountain trails, or simply relaxing on the lodge deck with panoramic views that stretch for miles. Every moment invites reconnection and awe.

Sunday, September 27 – Continue your journey across four distinct climate zones, from alpine forests to open grasslands teeming with bison, elk, and wild trout streams. Guests can choose from horseback riding, mountain biking, or photography outings led by expert guides, before gathering for an evening by the fire under an endless canopy of stars.

Monday, September 28 – Guests journey back to the Main Lodge for a hearty farewell breakfast, a final taste of Vermejo hospitality, and a visit to the gift shop before departing at leisure.



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 redbrick 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 accommodations 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.













