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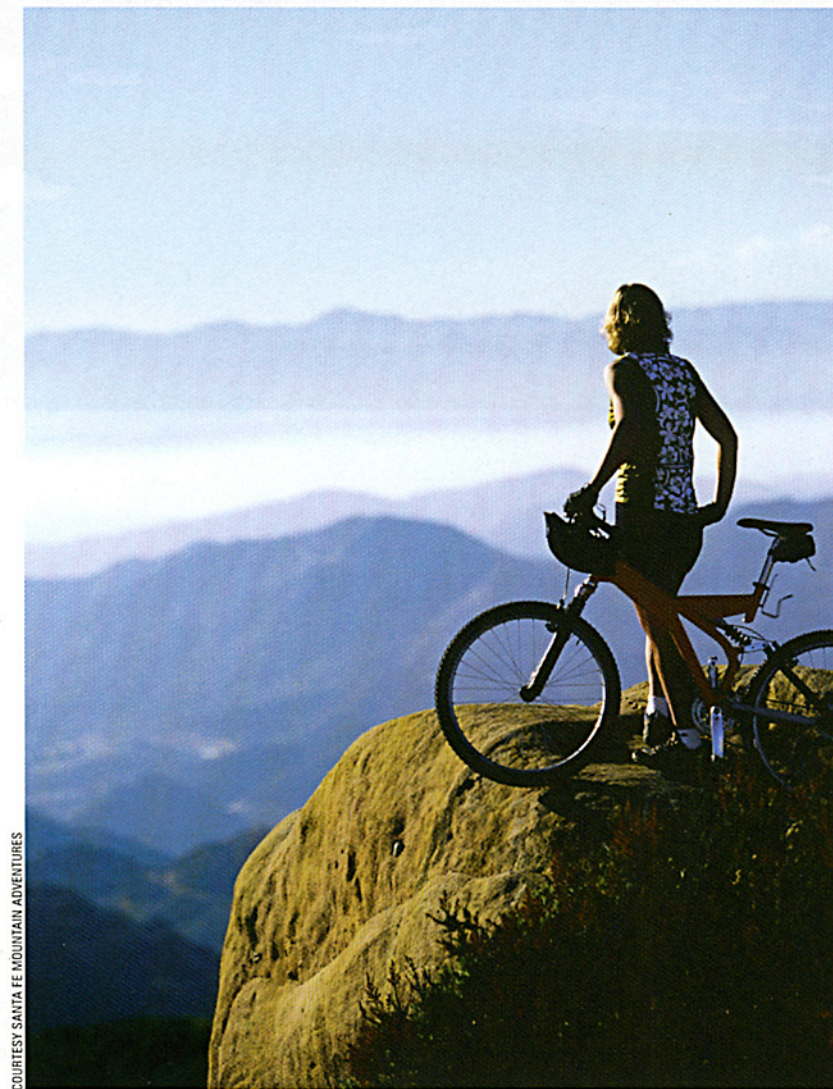
you have the fun—Santa Fe Mountain Adventures does the work

“OUR GOAL IS to thrill and rejuvenate the mind, body, and spirit,” says Owen Perillo, leaning forward in his chair, excited. Achieving such a lofty objective is a tall order. But Perillo, an athletic-looking transplant from Chicago, is convinced that his two-year-old company, **Santa Fe Mountain Adventures**, can make it happen right here in the City Different. And he just might be pulling it off.

Located in a recently refurbished adobe on Read Street, east of the Railyard, SFMA is best described as a concierge crossed with a mountain-guide service. “We arrange vacations for active people who don’t have time to plan their own Santa Fe experience but who want to get the most out of the city,” Perillo says.

Here’s how it works: Interested parties call SFMA and ask for assistance in making arrangements for the vacation. Then, Perillo and his adventure director, Janine Sieja (a former travel editor for *Outside* magazine), help book a hotel and design a schedule according to the group’s desires—which can include everything from guided mountain biking, river rafting, and geocaching to yoga, cooking classes, and spa treatments. SFMA’s team of local guides does the work, handling details such as scheduling, transportation, and gear—you simply write a check, sit back, and enjoy the ride. And because the outings are tailored to the group’s needs and skill level, rank beginners don’t have to worry about winding up on an expert-only mountain-bike trail.

The idea for the company came to Perillo shortly after he arrived here




COURTESY SANTA FE MOUNTAIN ADVENTURES

View finder: Santa Fe Mountain Adventures can help you experience the best of the city’s recreation.

in 2003 and saw an empty niche that he thought he could fill with a small business. “There are a thousand guides in this town who can take you fly-fishing or hiking,” he says, “but nobody was putting the whole picture together, providing a total New Mexican experience.”

The enterprise has been steadily growing ever since, marketing to

corporations (clients include Microsoft, Pfizer, and T-Mobile), families, and even schools and church groups.

“Life is an adventure,” Perillo says, kicking back with his hands locked behind his head, “and we want to provide our customers with the adventure of a lifetime in this amazing part of the country.”—Brad Wetzler 

For more info: 800-965-4010 or santafemountainadventures.com

footnotes

Explore Northern New Mexico’s desert, mountains, and cultural gems with these vacation packages—you may just discover yourself, too.

The Adventure Spa Day is a single-day treat that includes a morning adventure (choose from guided hiking, mountain biking, geocaching, or whitewater rafting), an afternoon cultural or “mindful” activity (such as yoga, creative pottery, and hands-on chile or salsa cooking classes), and evening spa treatments. Locals, \$209; out-of-towners, \$229.

The Summer Adventure Special is a multi-day experience; prices vary depending on the number of days and adventures chosen. Activities range from \$69 to \$200 per person. Sign up with four or more people and receive a 15% discount.