

# THE BROADMOOR

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C O L O R A D O   S P R I N G S

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## **MAKING THE CONNECTION**

### The BRO<sup>A</sup>DMOOR Launches A New Meetings Partnership

Colorado Springs, CO (Spring/Summer 2008)...The Five-Star, Five-Diamond BRO<sup>A</sup>DMOOR, with 700 rooms set on 3,000 acres, is large. But when it comes to groups the size of the annual Space Foundation Symposium, it takes more than a resort; it takes a city, or at least a partnership, to make a conference and tradeshow work.

The BRO<sup>A</sup>DMOOR's latest addition, BRO<sup>A</sup>DMOOR Hall, has 60,000 square feet of pillarless, carpeted meeting space. It is adjacent to Colorado Hall and the International Center, each of which have more than 15,000 square feet of space. In total, the three ballrooms make up the Broadmoor Events Center, encompassing 93,000 square feet of flexible meeting space and the ability to accommodate upwards of 7,000 attendees.

To attract groups of that size, like the Space Foundation that needs a large venue with a variety of guestroom offerings and pricing, The BRO<sup>A</sup>DMOOR formed a unique alliance of support properties. "BRO<sup>A</sup>DMOOR Connection" is a coalition of partners that includes the 316-room Cheyenne Mountain Resort, plus 299 rooms at the Doubletree World Arena and 500 rooms at the nearby Crowne Plaza. All three hotels are within five minutes of Broadmoor Hall and extend the number of sleeping rooms from The BRO<sup>A</sup>DMOOR's 700 to more than 1,700, giving "The Connection" the ability to serve a previously unattainable group clientele.

"The Space Foundation's annual meeting and trade show is a great example of how 'The Connection' works," says John Washko, Vice President Sales and Marketing for The BRO<sup>A</sup>DMOOR. "This event has met here for 23 years and has become the premier meeting and trade show in the space industry. The Space Symposium now attracts more than 6,000 attendees from around the world; the trade show alone utilizes all space in BRO<sup>A</sup>DMOOR Hall and Colorado Hall, as well as all breakout and function space around the resort. It is a huge boom to the Colorado Springs economy, but we could not continue to be successful in attracting this type of business without our new partnership offering a wide range of rooms and rates."

The program is geared primarily to a targeted November through April time frame; transportation by Connection members to and from the venue is included, giving large meetings the functionality of a Convention Center but at a substantially lower fee.

“We have three terrific partners joining us in ‘The Connection,’” says The BRO<sup>A</sup>DMOOR’s Director of Sales and Marketing, David Fine. “We can now offer groups not only our 700 rooms, but an additional 1,000 within a five-minute drive radius. This gives meetings and tradeshow the functionality of a municipal convention center, but without the extra fees and costs associated with venues in metropolitan locations.”

Located 20 minutes from the Colorado Springs Airport, The BRO<sup>A</sup>DMOOR is easily accessible with daily non-stop flights directly into Colorado Springs from Denver, St. Louis, Salt Lake City, San Francisco, Las Vegas, Los Angeles, LA/Ontario, San Diego, Sacramento, Phoenix, Albuquerque, Kansas City, Houston, Dallas/Ft. Worth, Atlanta, St. Louis, Cincinnati, Chicago and Minneapolis/St. Paul, with connecting flights from every major U.S. hub through Denver.

To learn more about the “Broadmoor Connection,” please visit [www.broadmoorconnection.com](http://www.broadmoorconnection.com).

