

THE BROADMOOR

C O L O R A D O S P R I N G S

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THE PLEASURE OF BUSINESS

Colorado Springs, CO (Spring/Summer 2008)...The old adage of mixing “business with pleasure” was never more true than it is today. It used to be, back in the “dark ages” of business travel - some five to ten years ago - that there was a distinct difference between guests coming to luxury resorts like The BRO^ADMOOR as part of a conference and those who were traveling simply for a vacation. No one in those “long-ago days” ever thought about bringing a spouse or children to enjoy the resort. They were two different trips; two distinct mindsets.

No longer.

“With more families coming to The BRO^ADMOOR in conjunction with meetings, we knew we needed to make them feel more like guests and less like conference attendees,” says Vice President of Sales and Marketing John Washko. “Over the past few years, we identified their needs and we adapted with new family and children’s programs. We did this in direct response to our new kind of dual-purpose guest and it has been a great success.”

Spa and golf are big draws for the adults, as are special activities planned during the day for adults and children. Groups are now offered the same kind of activities The BRO^ADMOOR offers to social guests: professionally-run day camps on site with activities that range from fly-fishing to art classes, hiking, biking and exploring area attractions. And evening functions that traditionally were only business gatherings are becoming more “family friendly,” with theme parties that often include children. Many groups will choose the option of a separate party with movies, games and entertainment appropriate for young children or teens. Groups even use The BRO^ADMOOR’s popular Bee Bunch children’s programs as part of their stay, either as part of their programs or as part of their personal stay.

It’s a new business paradigm - meetings that truly combine business with pleasure creating a world-class “win-win” family vacation experience.

The BRO^ADMOOR is the longest-running consecutive winner of both the AAA Five-Diamond and the Mobil Travel Guide Five-Star awards. For more information on The BRO^ADMOOR please call 800.634.7711 or visit www.broadmoor.com.

