



GRAND PRIX OF LUXE THE BROADMOOR

by Geoff Young

My first memory of The Broadmoor Hotel was back in 1973, when, as a 16-year-old, I had won a statewide student film competition and was to receive the grand prize at a ceremony at this iconic hotel. I was excited and in awe as my parents and I arrived at the grand entrance, had our car doors opened by elegant men in beautiful coats and smiles, and were ushered into one of the most decadent lobbys I had ever seen.

Now, 40 years later, The Broadmoor, a name that has come to signify the gold standard in hospitality and service, has left me once again in awe at what it has evolved into. Since that day in '73 when I received my film award, I have stayed at the finest hotels in North and South America, Asia, and Europe, and I must admit that it wasn't necessary to leave my home state of Colorado to find the best hotel in the world - it was right here all along. Actually for 95 years!

I mean, what other hotel have you heard of or been to where people will fly in just for the Sunday brunch? I've heard from generations of families who have talked about The Broadmoor's

brunch as if it were a mystical, magical experience that transformed them. If you have indulged in this brunch, then you know that it is indeed a legendary gastronomical experience.

I've heard friends tell me that the pastries at The Broadmoor are better than the one's they've had in Paris, that the sheets and towels will send you into a trance, and that the service will make you feel like royalty or the mistaken owner of the hotel.

If heaven is a hotel, this is it, and if you haven't been here before, you must, must indulge in one of the most wonderful hospitality experiences ever. And if you are here for the horse shows at the Colorado Horse Park this summer, you really need to make a stay at The Broadmoor a must-do - and here's why.

Equestrians are passionate about their horses, their sport, and their life. It's a passion born of the time, discipline and hard work it takes to work with horses, either in the field or the arena. It's an attention to detail that others would never see, such as spotting that there is something "a little off" with a horse, or

THE BROADMOOR HOTEL IS ONE OF THE
FINEST HOTEL RESORTS IN THE WORLD.



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It's spectacular!

*I especially love the sheets
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*I give it five snaps,
I mean five stars!"*

– PAM GRIER



noticing that a button is askew before a hunt inspection. It's a commitment to achieve the highest levels of performance, both for horse and rider. These are the same traits that The Broadmoor has passionately carried for over 95 years and it's not surprising, given the storied hotel's equestrian past.

One of the things that make this resort special from an equestrian's point of view is how it reflects our lifestyle, especially back in the early days of the hotel's development when Polo was played on the grounds and an equestrian center provided riding lessons and training to guests and visitors alike from noted horsemen such as Colonel R.L. Robertson, who is memorialized by having an equitation medal named after him by the Colorado Hunter Jumper Association.

Also on the grounds of the hotel is the Penrose Heritage Museum featuring 31 historic horse-drawn carriages as well as the Pikes Peak Hill Climb wing, housing historic and modern cars from this iconic event. Now, with the addition of the new wilderness retreats that embrace the outdoor life that we love so much, this is an equestrian lifestyle Disneyland that will amaze, inspire and rejuvenate your spirit like no other resort, ever!



THE PENROSE HERITAGE MUSEUM, ON THE GROUNDS OF THE HOTEL, FEATURES 31 VINTAGE HORSE-DRAWN CARRIAGES.

In the equestrian world the word elite is often used to describe a horse or rider who is at the very top of their game. That word definitely applies when describing the luxurious 3,000-acre Broadmoor Hotel campus that resides at the foot of Cheyenne Mountain in Colorado Springs, Colorado and should be number one on your bucket list.

The Broadmoor is a favorite destination of the rich and famous, and that goes for equestrians as well. Hollywood film icon and Colorado horsewoman Pam Grier gushes about The Broadmoor. "I have recommended The Broadmoor to friends who have raved about the grounds, the service, and the hotel. It is luxe! It's spectacular! I especially love the sheets and towels and the cuisine is

outstanding. I give it five snaps, I mean five stars!"

Service is the hallmark of The Broadmoor and I have never experienced such a high level at any other five-star hotel that I have stayed in. Simply put, it is six-star service. Every single member of the staff at The Broadmoor makes eye contact with you, gives you a big smile and says hello, with some of them even remembering your name. And this is

everywhere on the hotel campus, from the valet to the maid staff. They engage you and make you feel like it is their privilege that you are there. I mean, I never had to open a door during my stay, except to my room, and in six days I pushed an elevator button only once! This experienced staff is finely tuned to The Broadmoor standard, and it should be an example to every hotel and resort in the world.

Recognized as one of the top ten resorts in the world and certainly one of the best, if not the best resort in the United States, The Broadmoor has held the Forbes-Five-Star ranking longer than any other property anywhere, ever. When the Forbes Five-Star rankings were announced in 2013, it marked the

resort's 54th straight year of Five-Star greatness and 38 consecutive years of the Five-Diamond rating from AAA. The Broadmoor also boasts a Forbes Five-Star restaurant, the Penrose Room, one of only three such Five-Star hotel and dining combinations in the world.

If that isn't enough to whet your appetite for an experience wrapped in diamonds and stars, Golf Magazine just named The Broadmoor the number one

sites off the hotel grounds, a fly fishing school on the main property, a new entertainment center already completed and improvements to the Golden Bee and The Tavern restaurants. Broadmoor West just opened after a seven-month \$57 million renovation that added three floors, increased the number of rooms and dramatically changed the building's appearance. And that's just for starters.



THE BROADMOOR'S MOUNTAIN COURSE IS JUST ONE OF THREE HIGHLY ACCLAIMED CHAMPIONSHIP COURSES THAT ONE CAN PLAY AT THE BROADMOOR.

Golf Resort in North America. When it comes to holding the top step of the podium, The Broadmoor gets the blue ribbons for best in show.

To achieve the grand prix level, one must always be tweaking, renovating, and working on their skills to stay on top of the competition. That professional directive was brought to The Broadmoor when the Denver-based Anschutz Corp. headed by Phil Anschutz purchased the property in 2011.

Since Anschutz took control of The Broadmoor, he immediately set out to increase the resort's clout with the Broadmoor West project, part of a \$120 million investment that includes the addition of three wilderness retreats on

Embracing The Outdoor Life

Unlike anything ever presented to resort guests, The Ranch at Emerald Valley, the Cloud Camp, and The Broadmoor Fishing Camp will offer up luxurious wilderness experiences within a short distance from the hotel grounds.

In late summer of 2013, The Ranch at Emerald Valley was unveiled, providing guests a unique, relaxing retreat from the bustling activity of the Broadmoor campus. Just a short ride up the mountain, the pine wrapped property, surrounded by the Pike National Forest, has luxurious rustic private cabins, from one to three bedrooms, with modern amenities, wood burning fireplaces and rich furnishings.

While staying at The Ranch, you can escape for a day to fly fish in pristine mountain lakes, hike, bike, or ride horses on scenic mountain trails, and then soak away the day's memories in an outdoor hot tub while sipping wine and taking in the beauty of a Colorado sunset. Even though you are away from the hotel itself, the impeccable service, gourmet cuisine,



THE RANCH AT EMERALD VALLEY OFFERS A SECLUDED GETAWAY WITH FISHING, HIKING, HORSEBACK RIDING AND LUXURIOUS APPOINTED CABINS.



THE SPA FEATURES A LAP POOL AMONG MANY AMENITIES.



THE ROOMS PROVIDE THE ULTIMATE IN LUXURY AND RELAXATION WITH AMENITIES LIKE THIS TRANQUILITY TUB.

PRIVATE CABANAS OVERLOOK THE ZERO-ENTRY INFINITY POOL.



prepared by an on-site chef in the Grand Lodge, and an attentive staff are all there for you at The Ranch, with all meals and activities included in an all-inclusive hideaway package. If you are in need of a change of scenery, one phone call will whisk you back down to the resort for a round of championship golf or an out-of-body experience at the famous Broadmoor Spa.

Opening late summer of 2014, the Cloud Camp, on the historic site of founder Spencer Penrose's Cheyenne Lodge, offers a 360-degree view of Colorado mountain splendor. A perfect place for group retreats and leisure getaways, the camp's 8,000 sq. ft. lodge



THIS COUPLES MASSAGE ROOM IS ONE EXAMPLE OF WHY THE BROADMOOR SPA IS RATED FIVE-STARS.

of hand-hewn timber and stone is the centerpiece of this magnificent property. In addition to the 11 one and two bedroom luxury cabins with views of Pike's Peak, the lodge has six beautifully appointed suites along with a honeymoon suite to accommodate guests in impeccable style. The camp offers groomed hiking trails, arts and crafts activities and evening camp activities around the fire. You can travel to the camp at the summit of Cheyenne Mountain by four-wheel drive vehicle, taking a three-hour guided hike,

or by riding a mule – how cool is that?

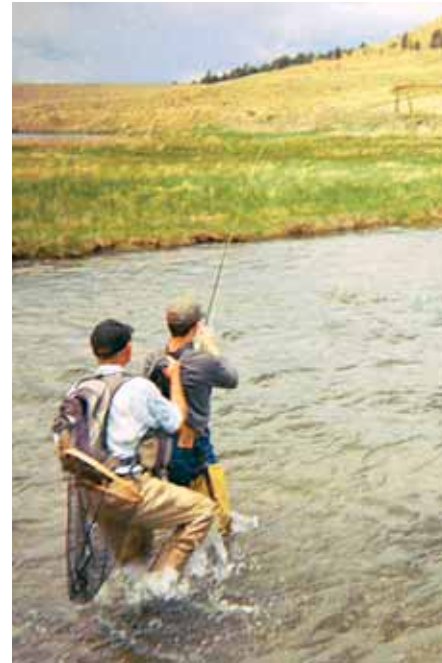
The Broadmoor Fishing Camp, opening the summer of 2015, is a private fishing camp offering world-class outdoor adventure. Located on Colorado's Tarryhill River, and bordering 120,000 acres of the Lost Creek Wilderness area, the camp has five miles of private waters, from timbered canyons where the fish can't resist nymph fly-fishing, to serene grassy meadows and winding river bends where the fish will rise to dry flies on the surface. Activities will include fishing, hiking, horseback riding and viewing wildlife. Guests can spend the day or camp overnight in one of seven beautifully appointed luxury cabins, or

in the Grand Lodge, the centerpiece for gathering at the camp and the epicenter for exceptional food and drink.

The Broadmoor's Wilderness Experience is the most unique and imaginative accommodation offerings ever unveiled and it is re-writing the rulebook on what a resort can offer. The rewards of these unique properties will resonate with guest who will carry the spirit of the great Colorado outdoors with them long after they have left.

The Games We Play

Named number one Golf Resort in North America, one of the 25 Best Golf Resorts in the World, and one of the Global Ten resort golf operations in the world, duffers will discover what world-class means when they tee it up.



THE WILDERNESS EXPERIENCE OFFERS FLY-FISHING IN PRISTINE PRIVATE WATERS.

If you want to be the best you bring in the best and that's what The Broadmoor has done with its three famous championship golf courses, designed by three of the greatest golf course designers of all time.

The Broadmoor's championship East and West courses, designed by Donald Ross and Robert Trent Jones Sr., offer scenic and challenging play for golfers of all handicaps. The East and West Courses are known for their undulating greens and historic layouts. The Mountain Course by Nicklaus Design adds an additional 18 challenging holes, large greens and captivating mountain views. Need we say more?

Ranked as one of the Top 10 tennis resorts in the US, the award-winning tennis facilities boast four new cushioned hard courts and two new Har-Tru courts, along with a staff that can arrange matches for you based on your skill level. An illuminated, heated bubble, ensuring stellar play even during the winter, covers two of the courts.

"Play at The Broadmoor" is the new swanky six-lane bowling alley with chandeliers, a restaurant and lounge and computer games to keep all ages entertained in a relaxing and fun environment.

With two water slides, pool-side café and private cabanas, the outdoor "zero entry" infinity pool will be just the place to chill out on a warm Colorado summer



THE FIVE-STAR PENROSE ROOM OFFERS UP EXCEPTIONAL FOOD WITH UNMATCHED SERVICE.

afternoon. Of course the luxurious indoor spa pool is open year round as is the two-lane outdoor heated lap pool and bubbling whirlpool.

You can explore the hotel and the mountains by biking, hiking or horseback

riding on the many trails around the hotel. Above all else, whatever games you like to play, the attentive staff will make sure that your needs and or skill levels are accommodated so that you can have the time of your life.

Play Hard Relax Harder

We live an active lifestyle, and with a horse, a physical one as well. I don't know anyone who doesn't like to indulge with a visit to a spa after a week of showing or an afternoon of riding. Don't expect the spa at The Broadmoor to be anything less than over the top bliss.

When you walk into the Forbes Travel Guide Five-Star Spa, be warned that you will float out. This spa will indulge you like no other with wellness packages and treatments that will take you on an extraordinary journey of relaxation. Melt away in one of the many soaking tubs while sipping on a smoothie from the Pool Café. Have a massage, a facial, take a steam, or experience the signature showers featuring 18 separate water heads with computerized varying pressures. There is also a full service fitness club, but after a couple of hours at the spa, the only workout I was seeking was for my appetite.



It's a Foodie Apocalypse!

I love riding horses, playing golf, or sitting around a campfire, but what I really love is food, glorious food, and it is here at The Broadmoor that I have found my food utopia.

The difficult part of the food experience at The Broadmoor is the incredible variety. With 19 restaurants, cafes and lounges the question is, where do you start?

The refurbished Golden Bee restaurant is a very popular eatery at the hotel. It came to the hotel in 1961 as a collection of panels and fixtures of an entire 19th century pub that was shipped from England. The new renovations include a rooftop Garden Terrace where you can enjoy delicious traditional English pub fare.

The Summit is stand out for their incredible wine display inside a glass tunnel and the to-die-for lobster mac and cheese. The service is impeccable and the wine and libation knowledge of the staff is first rate.

The Five-Star and Five-Diamond Penrose Room has long been known as the Rocky Mountain region's top destination for classic fine dining and the first and only Colorado restaurant to achieve the double "Five" rating. You

must try the seven-course Chef's Tasting and Wine Pairing, where every single course will blow your mind. You will not be disappointed.

The newest restaurant at The Broadmoor is the just opened Ristorante del Lago, the Italian replacement for Charles Court. Designed by Adam Tihany, Ristorante del Lago features an exhibition kitchen to give diners a glimpse into the frenzied work that goes into preparing the stellar dishes.

If all you did was eat your way through your stay at The Broadmoor, it would still be one of the greatest food journeys you will ever take. I enjoyed the food so much here that one night I was dreaming about it only to realize that I was in bed eating incredible gourmet food from room service—my room felt like my own private restaurant. It was that good.

Shopping? Hello Lover

The 26 specialty retail shops located throughout The Broadmoor make it easy to take a little piece of this Colorado Springs resort home with you. From men's and women's clothing, accessories, fine arts, precious gems, specialty kitchen, spa and signature gifts to our convenient Online Store, there's something for everyone.

Two of the most popular shopping spots at the resort are The Boutique, offering an extensive variety of ladies fashions and accessories including Lilly Pulitzer, Kate Spade, Joseph Ribkoff, Tory Burch and Milly.

The Haberdashery offers distinctive clothing for men featuring Robert Graham, Scott Barber, Bills Khaki's and Peter Millar, along with accessories by Fullum & Holt, XMI and J.Z. Richards.

One last note before I check out; most horse people have dogs and The Broadmoor welcomes these family members as if they were cherished guests. Your pooch will receive a custom

Broadmoor collar tag to put on while you are staying here. There are areas for the dogs to play, the staff will take your dog on walks, and there will be a plush dog bed in your room, along with food options for your pet. To be honest, when you and your dog check in, you will both be treated as welcomed guests, and that's one of the biggest pluses for me with this elite resort.

You only live once and most of us who live the equestrian lifestyle live as if every day were our last, so believe me when I tell you that you haven't lived until you ride on into The Broadmoor, and let them pamper you for a few days. Call ahead to 855-541-2673 and they will take care of all the details, so you can relax and enjoy. It will be one of the rare times that you will know what your horse feels like. After all, you give your horse five-star care; now it's your turn.



YOU WON'T BE "ROUGHING IT" WHEN YOU STAY AT THE RANCH AT EMERALD VALLEY.



THE 26 HIGH-END RETAIL SHOPS MAKE FOR ONE GLORIOUS SHOPPING TRIP.

