

Beaver Creek Lodge

Home Owners Association Newsletter

Dear Home Owners of Beaver Creek Lodge,

Believe it or not, September has arrived and the aspen trees are slowly beginning to light up with the vibrant colors of autumn. The transition from summer to fall attracts vacationers and families to Beaver Creek and the hotel will remain fairly busy throughout September and into October. We hope you and your family get a chance experience this wonderful time of year and observe the beautiful fall foliage take over Colorado!

Warm regards,

The Beaver Creek Lodge Team

Hike to the Mic

Join us September 15th through September 17th for music, hiking, mountains, art, and more! Hike to the Mic is a one-of-a-kind high alpine concert nestled atop Beaver Creek's Centennial Express chairlift. Enjoy a concert by Elvis Costello complete with a sweeping panorama of the surrounding mountain ranges. For more information and to purchase tickets, please visit www.beavercreek.com/hiketothemic

Hike, Wine, & Dine

The 9th Annual Hike, Wine, & Dine event will take place on Sunday September 17th. The event is a fundraiser for Jack's Place, a cancer caring home, and the Shaw Cancer Center, both located in the Vail Valley. For more information or to purchase tickets please visit www.hikewinedine.com



Upcoming Concerts

→ **September 2nd – 3rd**

Beaver Creek Oktoberfest

→ **September 3rd**

Oktoberfest 5k shuffle

Important Announcement

On behalf of the entire staff here at Beaver Creek Lodge, we would like to thank you for a fantastic summer season! Per usual, the Lodge will be closing briefly to gear up for the ski season ahead of us. During this time we will be working on scheduled hotel maintenance as well as staffing our departments to better manage our guests', and your, needs. Our last day of operation will be October 15th and we will reopen November 21st, 2017. While we are closed we will ensure security by maintaining around the clock staffing in the hotel. However, all services will be suspended. The doors to the hotel will remain locked; in the event that you need to access your unit you will be able to enter the building through the garage. We look forward to welcoming you back to the Lodge in the upcoming season!

More Important News

Marriott Autograph Collection Update

Each owner should have received an email from our HOA board members regarding the possibility of Beaver Creek Lodge becoming part of the Marriott Autograph Collection. Coincidentally, *Lodging: The Official Magazine of the American Hotel and Lodging Association* recently touched on the topic in their August issue. The article, "To PIP or Flip?" discusses things to keep in mind when deciding whether or not to go through with a property improvement plan. One item in particular we felt resonated with our situation.

1. Proper Planning is Imperative
 - a. "You can't rush this process. You've got to get it right. If you have a hotel that hasn't been renovated for seven or eight years and you have new hotels coming on the market, all of the sudden, your hotel looks old and dated. It's in the best interest of the ownership to do the upgrades."
 - i. This is exactly the case with Beaver Creek Lodge. The last time our property has been renovated was over 13 years ago. Our competition properties, such as the Park Hyatt, the Osprey, the Pines Lodge, and the Ritz-Carlton all have renovated within the past 5 years. Consequently, Beaver Creek Lodge appears outdated and "tired" compared to the other properties in Beaver Creek Resort. We have noticed this in our guest reviews and consistently receive feedback that the interior of our hotel needs attention and updating. Although we proudly hold the #2 position on Trip Advisor, reviews consistently say that we are not a good value for the price, that our furniture looks "tired," and that we need to make aesthetic changes and updates. Furthermore, making these renovations will allow a higher average daily rate resulting in a more equal split of revenues.



In the Community

→ Restaurant Week

This fall kicks off the fifth annual Vail Beaver Creek Restaurant week! From Friday September 29th through Sunday October 8th, experience a wide variety of prix fixe menus and specials all set at \$20.17 and all showcasing the incredible and diverse culinary offerings available throughout the Vail and Beaver Creek Villages. With so many delicious Vail Valley restaurants participating in this annual event, there will be something for everyone in the family to enjoy! For more information visit www.diningataltitude.com

Plan your trip today and do not miss out on this great fine dining opportunity!

McLaughlin, Robin. "To PIP or Flip? Assessing the Costs and Benefits of Property Improvement Plans." *The Official Magazine of the American Hotel and Lodging Association*, Aug. 2017, pp. 23–28