

OVERVIEW

Tradition with a Twist

History

The Brown Palace Hotel and Spa has been open every day since Aug. 12, 1892, and has hosted everyone from presidents to rock stars.

The hotel is named for Henry C. Brown, a carpenter-turned-entrepreneur who owned the unique triangular piece of land on which the hotel stands today. The Italian Renaissance design was crafted by architect Frank E. Edbrooke, who also designed several other Denver landmark buildings. The \$2 million expenditure was a remarkable sum for the time and includes many unique features such as the triangular shape of the building, the stunning eight-story atrium, and pure artesian water drawn from its own well located 750 feet below the hotel's foundation.

Accolades

The Brown Palace Hotel's one-of-a-kind mood, style and ambiance have earned it the Forbes Four Star rating as well as AAA's Four Diamond rating for more than 30 consecutive years. The Brown Palace is the only Denver hotel to receive both of these prestigious awards. The Brown was also included in *Travel + Leisure's* Top 500 World's Best Hotels 2010 and *Zagat's* Top U.S. Hotels 2009.

Guest List

The iconic Brown Palace Hotel has played host to presidents, celebrities and royalty for more than a century. The Brown is on the "must stay" list for an extraordinary array of musical royalty as well. Snoop Dogg and Springsteen, Beatles and Bacharach, Jewel and Diamond, McCartney and Metallica, Perlman and Pearl Jam, Norah Jones and Rolling Stones – The Brown has attracted the biggest names from every musical era and genre.

Location

Located in the cultural and financial heart of downtown Denver, The Brown Palace is within walking distance to the city's top attractions, nightlife, shopping and sports venues, including the 16th Street Mall (one block), Denver Art Museum (five blocks), State Capitol (five blocks), Colorado Convention Center (five blocks), Denver Performing Arts Complex (eight blocks), and Coors Field (one mile).

Accommodations

The Brown Palace Hotel has 241 rooms and suites. The distinctive guestrooms invoke either a rich Victorian style or Art Deco design. All accommodations come complete with flat screen televisions, high-speed & wireless Internet access, twice-daily maid service, pure artesian water from the hotel's own well, plush terry robes, iron and ironing boards, private voicemail and two-line phones, in-room safes, 24-hour room service, a coffee maker, daily turndown service and an iPod docking station. Guests also have access to the recently renovated 24-hour fitness center and 24-hour business center.

Top of The Brown

Offering palatial executive accommodations, the eighth and ninth floors feature five fixture marble bathrooms with oversized Roman bathtubs, upgraded linens, and additional business amenities, including a printer, copier, fax machine, and a laptop recharging station. Two of these rooms have a treadmill or stationary bike and are reserved on a first-come, first-served basis.

Presidential Suites

Since 1905, nearly every U.S. president has visited The Brown Palace Hotel. There are three presidential suites (Reagan, Roosevelt and Eisenhower) with ample space offering stunning décor themed after each president.

Dog Friendly

Dogs of any size are welcome to stay with their owner (a \$100 reimbursable charge and proof of rabies shots are required at check-in). A Brown Palace dog bowl and bed are delivered to the room upon arrival for use during the stay, if the owner wishes. All four-legged friends also receive a "Bone-Appetit" welcome treat from The Brown Palace kitchen.

Sustainability

The Brown Palace Hotel and Spa is the first hotel in the city to nurture a colony of rooftop bees that will produce honey to be served during afternoon tea. While past guests have included royalty, the hotel now has its own resident queen...three of them actually. Three hives are maintained by dedicated Palace beekeeper, Matt Kentner of Kentner Farms. In addition to use during the hotel's afternoon tea, the hotel hopes to eventually utilize the honey in other signature recipes and spa treatments. The Brown Palace has created a web page dedicated to providing information about bees, the severity of colony collapse disorder, and what people can do to help at www.BrownPalace.com.

Dining

The hotel houses four exceptional restaurants, a coffee shop, traditional afternoon tea, and tapas & cocktails in the atrium lobby.

Palace Arms

With accolades from *Zagat* and *Wine Spectator*, Palace Arms is known as much for its contemporary fine dining as its unique Napoleonic setting. The restaurant is adorned with antiques dating from 1670 and features menu items such as Colorado Lamb Loin and Bison Rossini. The Independence Room offers private dining for groups up to 24.

Churchill Bar

Churchill Bar is a sophisticated retreat offering the finest in premium spirits, and rare and popular cigars. A customized humidor with a wide selection of cigars, as well as an elaborate ventilation system has been included to attract the cigar aficionado. Churchill Bar also serves lunch and appetizers.

Ship Tavern

The oldest restaurant in the hotel, Ship Tavern opened in 1934 after the repeal of prohibition. The décor includes a collection of sailing ship models and other nautical furnishings. A casual menu featuring prime rib, Rocky Mountain trout, and Kobe beef and buffalo burgers, complement the Ship Tavern's vast selection of beers, microbrews and wines. Ship Tavern is a hot spot for live piano entertainment each Wednesday through Saturday evening, where locals and visitors alike sing everything from Broadway tunes to Billy Joel.

Ellyngton's

Ellyngton's is known for its power meals, attracting politicians and business professionals. The restaurant serves breakfast, lunch and Sunday Champagne Brunch. The renowned Dom Perignon Champagne Brunch features cooked- and carved-to-order items, a large salad and seafood presentation, chef-prepared desserts, and three choices of champagne.

Afternoon Tea

The long-standing tradition of 'taking tea' at The Brown Palace has been cherished by guests for more than a century. Afternoon Tea is served daily in the warm light of the atrium lobby, always with the soothing sounds of a harpist or pianist. Specially commissioned Royal Daulton bone china graces each tea table, along with engraved silver tea pots. House-made scones are served

with Devonshire cream shipped in from England alongside savory tea sandwiches, and a decadent selection of classic and chocolate tea pastries. A full complement of wines, champagnes, sherries and ports are also available.

Tapas & Cocktails

Tapas & cocktails are served in the atrium lobby every Monday – Saturday from 4 – 8 p.m., accompanied by live piano entertainment and sweeping views of the stunning atrium.

Brown Palace Coffee & Tea Co.

Located inside the main entrance of the hotel, Brown Palace Coffee & Tea Co. offers specialty drinks, coffee and tea, and an array of house-made pastries and baked goods. A selection of books are also available from Tattered Cover, a local independent bookstore.

The Spa at The Brown Palace

Encompassing two floors, the 5,200-square-foot spa is a luxurious retreat offering a private couples suite with a dual reclining hydrotherapy tub; six massage and skin treatment rooms; separate men's and women's locker rooms with relaxation areas; Swiss showers; steam rooms with aromatherapy; and a nail and hair salon. The spa offers a signature lemongrass sage product line and retail boutique.

Meeting Space

13,000 square feet of meeting space, accommodating groups from eight to 800.

Grand Ballroom – 5,800 square feet; divisible into two 2,900-square-foot rooms – adorned with imported African mahogany paneling and Czechoslovakian crystal chandeliers.

Breakout Rooms – 12 spacious rooms, including an executive boardroom, which conveniently adjoins to an executive one-bedroom suite, feature a variety of exceptional furnishings and details such as pure onyx columns, hand-painted ceiling murals, rich tapestries, marble fireplaces and soaring windows overlooking Denver's financial district.

The meeting facilities offer a 24-hour business center, on-site audiovisual professionals, full-service catering team, a dedicated conference service manager, on-site pastry kitchen and floral shop. Internet access is available in all meeting space, as well as Web casting and video conferencing.

Historic Tours

Each Wednesday and Saturday at 3 p.m., Brown Palace Hotel historian, Debra Faulkner, leads historical tours of the hotel for guests and the general public. These tours are complimentary to overnight hotel guests and are \$10 per person for the general public. During these tours, visitors hear anecdotes about the people and events that have shaped the hotel's history. Tours last approximately one hour, 15 minutes. Private tours may be booked throughout the week with a variety of themed options to choose from, ranging from romance, architecture, ghost and presidential. Reservations are required.

Brown Palace Flowers

Brown Palace Flowers offers elegant arrangements as well as an assortment of gifts, conveniently located across the street from the hotel.

Events

Annual Champagne Cascade

Every November, a master swordsman sabers champagne bottles Napoleonic style and once opened, the champagne is poured into the uppermost glass of an elaborate 6,000 glass pyramid rising nearly two stories in the atrium lobby. A VIP level benefits a select Denver charity each year. Open to the public.

Annual Grand Champion Steer Appearance

Every January, the hotel displays the National Western Stock Show's grand champion steer during afternoon tea in the atrium lobby. Complimentary photos are available from 11 a.m. – 1 p.m. Open to the public.

Transportation/Parking

Transportation to the airport is provided by taxi for approximately \$50 (each way) or via SuperShuttle for \$19 (each way), which runs every 15 minutes from the hotel.

Overnight valet parking is available for \$26 per night.

Reservations

For reservations, call (888) 321-2599 or (303) 297-3111 or visit www.BrownPalace.com.

The Brown Palace Hotel and Spa is a Forbes Four Star, AAA Four Diamond luxury landmark located in the heart of downtown Denver. It is a charter member of National Trust Historic

Hotels of America and is managed by Quorum Hotels & Resorts, a full service management company headquartered in Dallas.

Hi-res photos are available in the Photo Gallery on www.BrownPalace.com or by request.

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