

The Broadmoor Simplifies Event Management With Passkey

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Passkey, the BROADMOOR and 'BROADMOOR Connection' Partner Properties Allow Meeting Planners to Consistently Execute Successful Group Events of all Sizes

Passkey, the worldwide leader in online group reservations, today announced that The BROADMOOR, a premier meeting location that is the longest-running consecutive winner of both the AAA Five-Diamond and the Mobil Travel Guide Five-Star awards, has chosen Passkey as their preferred group booking engine. Together The BROADMOOR, BROADMOOR Connection, an alliance of partner high-end meeting properties, and Passkey will offer meeting planners the tools and facilities they need to more easily plan and execute successful meetings of any size.

The BROADMOOR, a luxurious retreat located in Colorado Springs, features 700 rooms and suites. The retreat includes BROADMOOR Hall, a 60,000 square foot, pillarless ballroom which is adjacent to Colorado Hall and the International Center. These facilities create a unique enclave called The BROADMOOR Event Center Complex offering almost 100,000 square feet of meeting space. To attract groups requiring an even larger venue, The BROADMOOR created BROADMOOR Connection, a unique alliance of properties that include the Cheyenne Mountain Resort, Hilton DoubleTree World Arena and the Crowne Plaza Colorado Springs Hotel. BROADMOOR Connection can collectively accommodate upwards of 1,700 attendees.

'We listened to our meeting planners,' said John Washko, vice president of Sales & Marketing, The BROADMOOR, 'and now with Passkey we have a complete and easy-to-use group solution that replaces our previous system, which offered planners limited functionality. The creation of BROADMOOR Connection transformed the meeting capabilities of this facility, giving us the flexibility to serve planners looking to hold any size event, and experience the BROADMOOR firsthand. Passkey is our last piece of the puzzle - now we can do it all.'

With Passkey, The BROADMOOR streamlines the booking process by giving event attendees the freedom to make or modify reservations online anytime, while simultaneously automating key processes for the hotel staff, which translates into greater operational efficiency and superior customer satisfaction. For meeting planners Passkey offers RegLink (TM), an innovative capability that seamlessly links the planners preferred registration tool to Passkey, which alleviates the attrition risk and book-arounds, while maximizing room block pick-up. Passkey also delivers planners SmartAlerts (TM), an e-mail alert system that automatically delivers vital event information at critical event milestones, allowing them to track and manage their events with great ease and to maximize the return on event housing investment.

'With its selection of Passkey, The BROADMOOR team has shown a clear commitment to making their unique property the place that meeting planners turn to for any group meetings,' said Greg Pesik, president and CEO of Passkey. 'With the Passkey solution, the BROADMOOR delivers meeting planners tools that simplify once a labor-intensive, time consuming process. In the end this ensures that all events go as planned and that planners as well as group attendees are repeat, satisfied customers.'

About The BROADMOOR

The BROADMOOR 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 BROADMOOR please call 800.634.7711 or visit www.broadmoor.com.

About Passkey

Passkey (www.passkey.com) is the worldwide leader and recognized industry standard in online group reservations. The Boston-based technology company offers event planners and providers a powerful web-based solution for managing group hotel reservations. The heart of the Passkey system is an innovative online booking engine that lets group attendees make their hotel reservations online in the contracted group block, while allowing event planners and hotels to access real-time reports and event information. Offered as an onDemand solution, Passkey delivers benchmark speed, security and scalability.

The Passkey-enabled global network consists of over 85% of major U.S. Convention and Visitors Bureaus (CVBs), as well as thousands of hotels, trade associations, meeting planners and meeting management companies. Passkey investors include Lazard Technology Partners and DRV Investments, LLC.

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