



# The Brown Palace Hotel and Spa



AUTOGRAPH COLLECTION  
HOTELS

*Iconic Luxury in Downtown Denver*





# At a Glance

## *The Brown Palace Hotel and Spa*

📍 321 17th Street, Denver, CO 80202  
MARSHA: DENAK Website: [brownpalace.com](http://brownpalace.com) and [marriot.com/denak](http://marriot.com/denak)

Room Count: 243

Meeting Space: 20,000 total sq. ft. across 18 rooms

### Demand Generators:

- ❖ Convention Center
- ❖ 300 Days of Sunshine
- ❖ Heart of downtown Denver
- ❖ Proximity to the Rocky Mountains

### Why You Want to Stay Here:

The Brown Palace Hotel and Spa is a historical landmark in downtown Denver. Considered from the day it opened one of the country's premier hotels, the Brown Palace has long attracted presidents, royalty and celebrities.





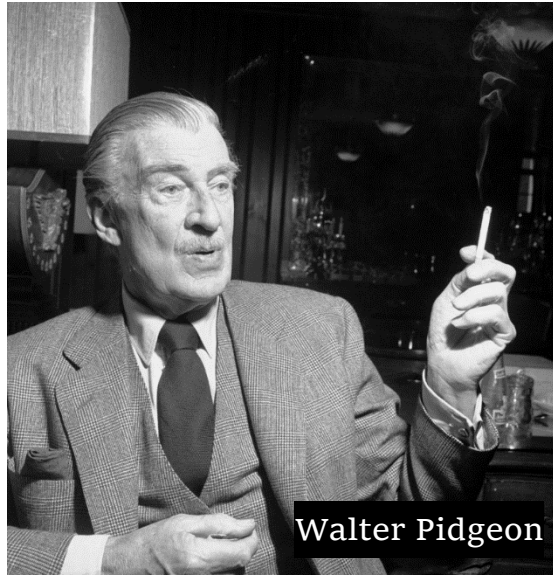
# Iconic History

- ❖ We have been serving our guest every day since opening our doors Friday, August 12, 1892.
- ❖ In 1888, \$2 million funded the hotel's 8-story atrium, stained-glass ceiling and artesian well. Amere \$400,000 purchased all the hotel's luxury 1880s furniture.
- ❖ Henry Cordes Brown purchased the triangular plot at the corners of Broadway, Tremont and 17th Street. He donated the adjacent land for Colorado's capitol building.
- ❖ The Brown Palace was built atop of an artisan well 750 feet below the building. The well still provides water for the hotel today.
- ❖ Dwight Eisenhower made The Brown Palace his campaign headquarters.
- ❖ Every US president since the 1890s (except Obama & Trump) stayed The Brown Palace.

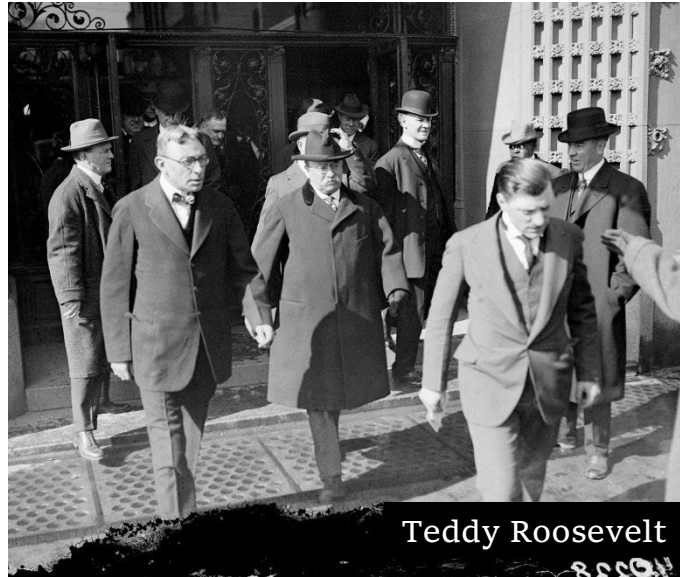




# VIP Guest List



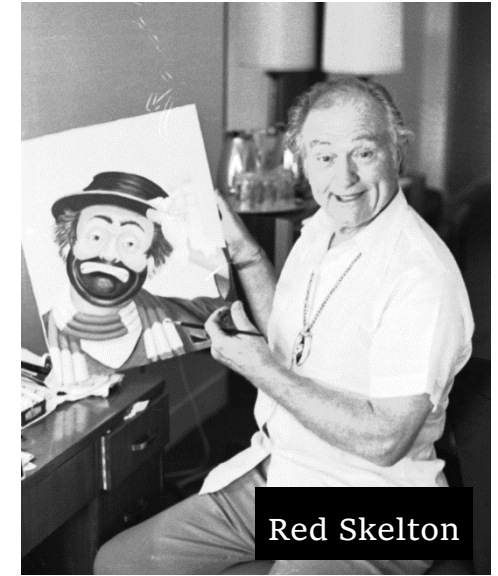
Walter Pidgeon



Teddy Roosevelt



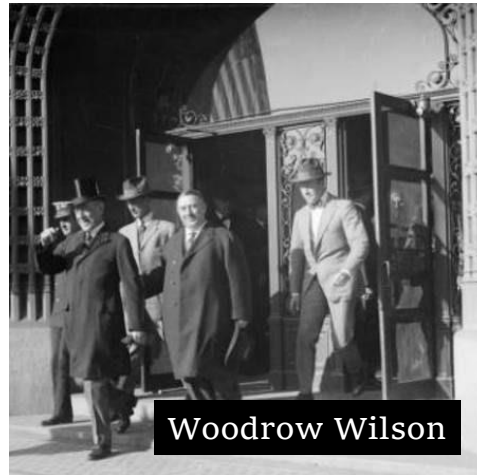
Hilary Clinton



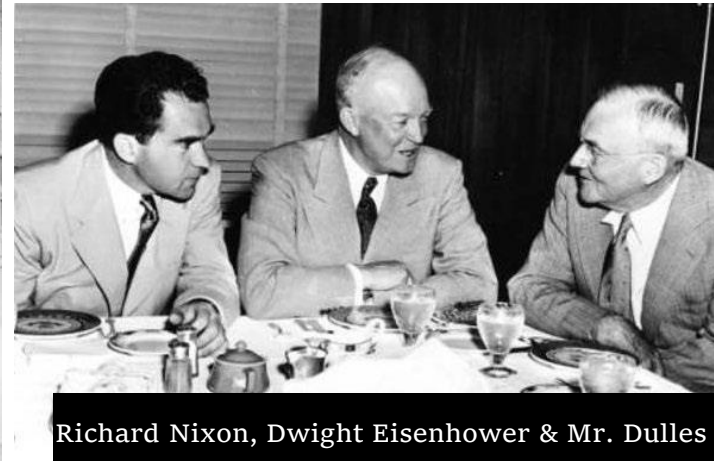
Red Skelton

## Other VIP guests include:

The Beatles, Taylor Swift, Bruce Springsteen, the Rolling Stones, Thomas Edison, Henry Ford, Charles Lindberg, Sara Bernhardt, Marie of Romania, and more!



Woodrow Wilson



Richard Nixon, Dwight Eisenhower & Mr. Dulles



Steve Allen



## *Our F&B Outlets*



### Ship Tavern | Lunch & Dinner

Daily | 11 am – 10 pm



### Palace Arms | Dinner

Tuesday – Saturday | 5 pm – 9:30 pm



### Tea & Coffee Shop

Sunday - Thursday | 6 am – 3 pm

Friday & Saturday | 6 am – 3 pm



### Ellyngton's | Breakfast & Lunch

Monday – Sunday | 6:30 am – 10:30 am

Sunday Brunch | 10 am – 2 pm



### Churchill's Cigar Bar

Sunday – Thursday | 4 pm – 11 pm

Friday & Saturday | 2 pm – 11 pm



### Famous Afternoon Tea

Monday – Friday | 12 pm – 4 pm

Saturday & Sunday | 11 am – 4 pm

Atrium Cocktails | 5 pm – 8 pm



# *Unique Amenities*

## **Rooftop Bee Colony & Homemade Honey**



### **The Spa and Salon**

Monday & Tuesday 9 am – 6 pm  
Wednesday – Sunday 9 am – 8 pm



### **Live Music & Jazz Night**

Hours Vary –  
Visit our website for details





## *Our Meeting Spaces*

- ❖ 20,000 square feet of meeting space
- ❖ 18 separate meeting spaces
- ❖ Four-star cuisine catering services
- ❖ Onsite Audio and visual
- ❖ Internet access





## *Our Rooms*

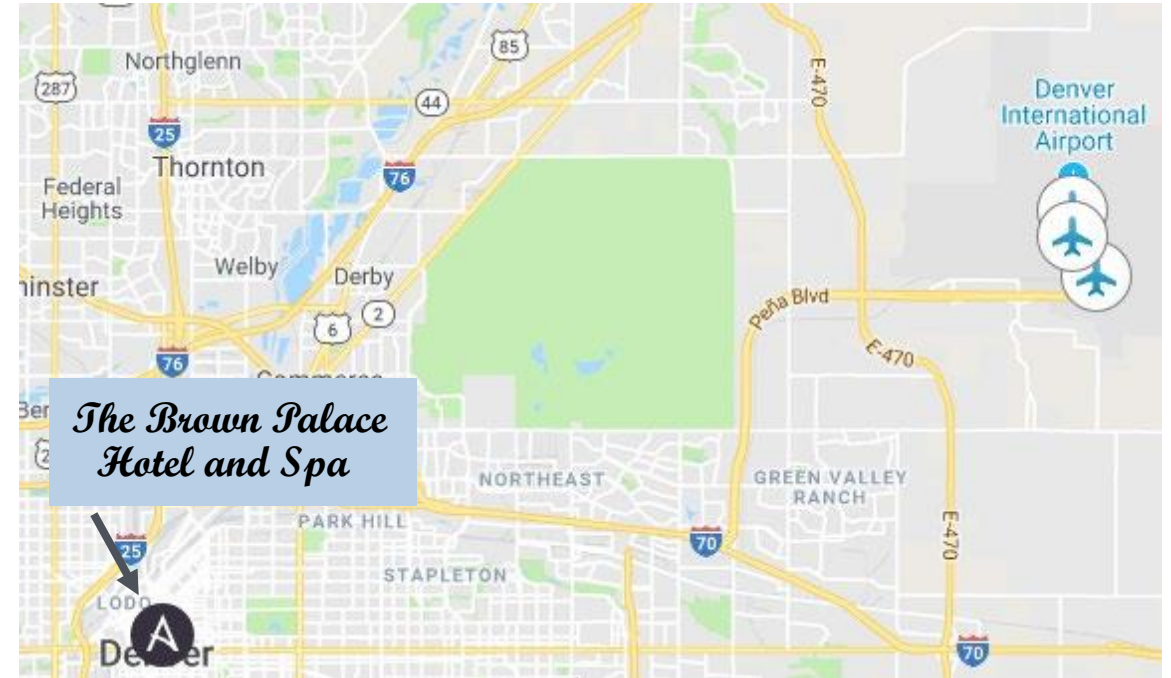
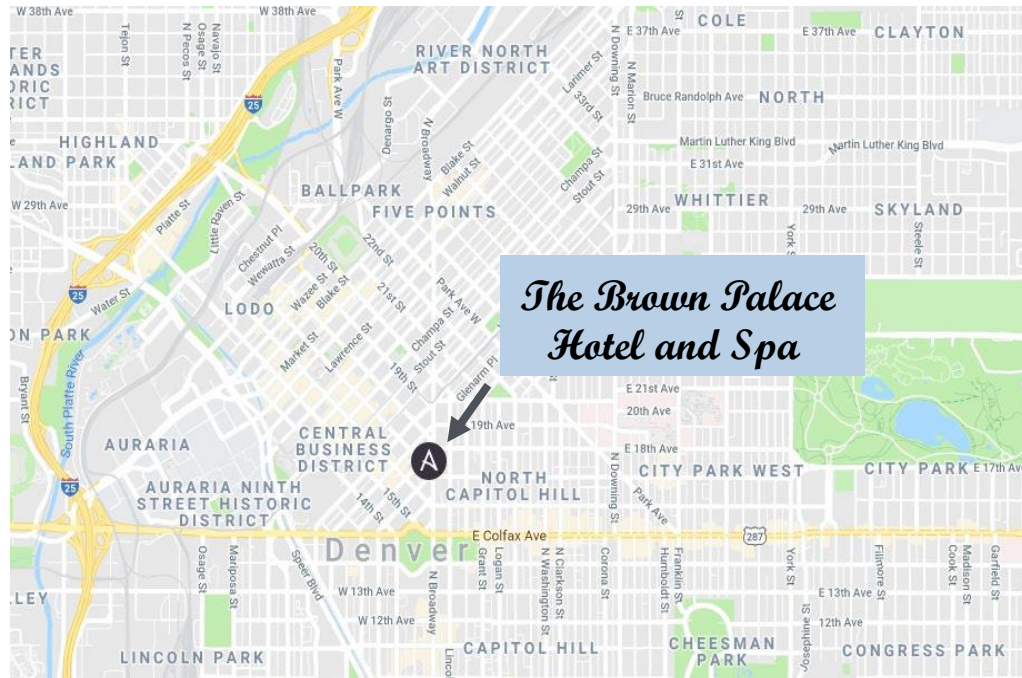


## *Be A Part of Our History*

243 Luxurious & Unique Rooms. Top of the Brown Rooms have been newly renovated in 2020 on the 8<sup>th</sup> & 9<sup>th</sup> Floors.  
Seamless Blend of History & Modern Design. Themed Suites, Fitness Center, Plush Robes, 24-Hour Room Service,  
Pure Artesian Water from Our Own Well, Valet Service and Dog Friendly Hotel.



# *Our Location*



## *Proximity to Transportation*

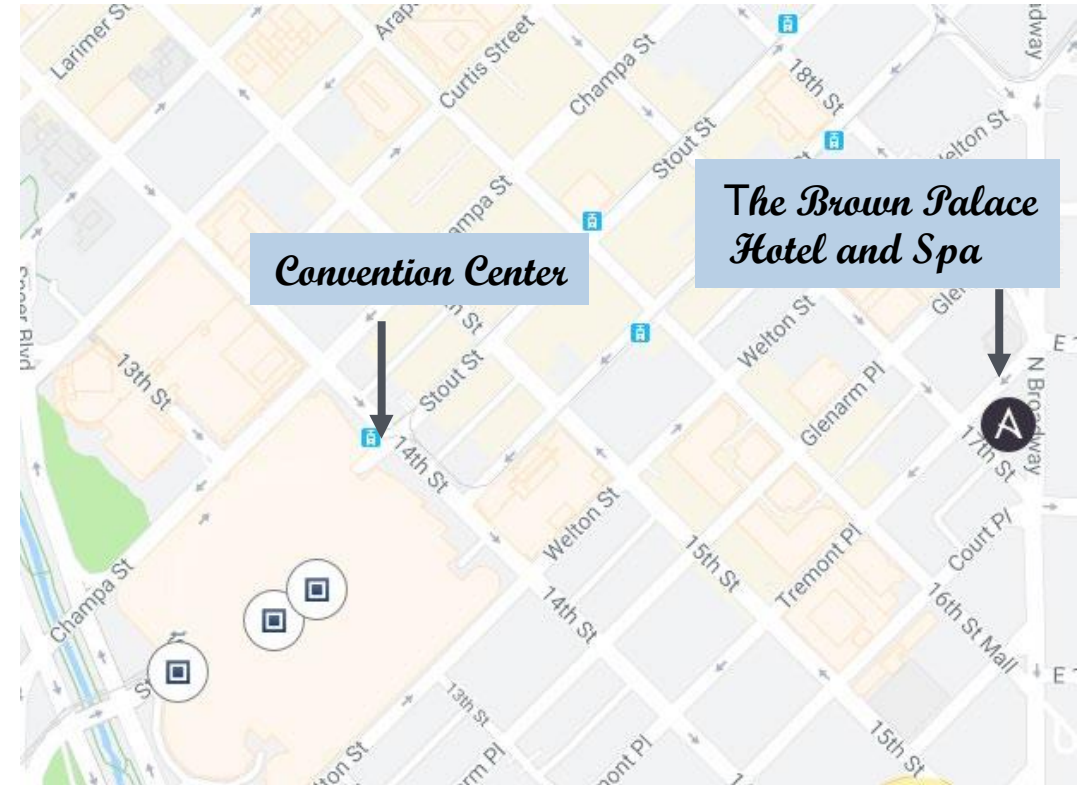
- ❖ **One mile** from Union Station
- ❖ **30-minute drive** and **40-minute light rail** ride from Denver International Airport
- ❖ Near Various RTD bus and light rail routes



# Nearby



*Colorado Convention Center*



- ❖ 0.5 miles
- ❖ 10-minute walk
- ❖ 5-minute drive



# Nearby



## *Surrounded by Recreation & Culture*

- ❖ Less than 10 minutes to Coors Field, Ball Arena and Mile High Stadium
- ❖ Less than 10 minutes to the Denver Performing Arts Center
- ❖ Less than 10 minutes to several iconic museums
- ❖ 35 minutes to Red Rocks Amphitheater
- ❖ 40 minutes to zip lining, white water rafting & ropes courses in Idaho Springs
- ❖ 1.5 hours Rocky Mountain National Park
- ❖ 1.5 hours from mountain resorts



# Nearby



## *In the Heart of Denver Neighborhoods*

- ❖ LODO and Larimer Square
- ❖ 16<sup>th</sup> Street Mall
- ❖ The Highlands
- ❖ The Financial District
- ❖ Capitol Hill
- ❖ Downtown
- ❖ RINO Art District
- ❖ Washington Park



# *Seasonality & Need Dates*

- ❖ **Peak Season** – May thru October – Rates from \$219 - \$399
- ❖ **Shoulder Season** – November thru April – Rates from \$179 - \$299
- ❖ **Current need dates** – December & February - April  
Mid-week and weekend patterns
- ❖ **Ideal group number peak months** - 100 peak
- ❖ **Ideal group number shoulder months** - 150 peak
- ❖ **Largest room block peak months** – 140 peak
- ❖ **Largest room block shoulder months** - 180 peak
- ❖ **Target Segments** – Mainly Corporate and Association, SMERF and Education during shoulder season and need dates

