



HIGH ALTITUDE, HIGHER RETURN



SUMMER IN THE MOUNTAINS MEANS TOP-NOTCH MEETINGS
BY MACIE SCHREIBMAN

As the sun rises and begins to melt the snow on the ground, the ski slopes close, the snowplows move on and the lodges turn off their fireplaces, it makes you wonder...what happens next?

Summer. And summer in the mountains is a unique time to take in that fresh, crisp mountain air while you leave your hats, coats, gloves and scarves at home. So, for planners who haven't considered taking their meeting to higher altitudes when they have warmed up, it may be time to think again—because summertime with high peaks and open meadows doesn't just mean fewer crowds and lower room rates, it also opens up endless outdoor opportunities.

"Our summer rates are very competitive, and usually less than half that of winter," says Andy Beerman owner/operator of Treasure Mountain Inn, located in Park City, Utah. "We are a popular location for summer meetings and the smart choice if a conference wishes to be near Main Street." And Main Street in Park City is like many other booming downtown options for these mountain towns, packed with entertainment, dining and local flavor.

Beerman's family-owned and operated business is also an earth-friendly property. "We offer a five-star location and stylish accommodations without the pomp, which translates to high value for our corporate clients," he says. "We believe it's a successful formula because we appeal to all sorts of groups—from educational to Fortune 100, and our repeat rate is extremely high." So, even when that winter snow isn't falling, Park City visitors keep coming back for more.

And the same goes in Oregon. Jomy Tan, a meeting planner for Delta Dental Plans

Association, says that her group's recent summer visit to Sunriver, Ore. was beautiful and filled with "endless possibilities for the warmer months." Tan, who plans an average of 40 meetings per year that range from 15–350 people planned a three-day meeting at the Sunriver Resort last summer. "The hotel had amazing meeting space, wonderful sleeping rooms and a great staff," she says. But it was outdoors that really made her meeting a success. "The activities were amazing, and the group really enjoyed our trips to Crater Lake, the Newberry Volcano and the cave exploration."

So, what is often thought of as an off-season for these mountain resorts may actually be the best time to take your group, as visits are filled with top-notch service, discounted rates and more activities than you can count. (Tip: keep in mind the change in altitude and save your group's summer mountain hikes for the day *after* you arrive.) Here are some ideas to jump-start your research.