

Bowling Pays Off for The Broadmoor



As one of the country's premier destinations for guests of all ages, The Broadmoor has something for everyone. The five-star resort in Colorado Springs, CO., is the destination of choice for vacationing multigenerational families and other guests, offering amenities including championship golf, tennis, swimming, children's programs and, since 2012, six lanes of bowling.

"We have families of up to five generations who visit year after year," said Ann Alba, resident manager. "We've always focused on having something for everyone, but struggled with what to provide for teens and pre-teens. In 2012, as The Broadmoor prepared to undertake a major renovation, our ownership determined that a bowling alley would not only fill this void, but also target entertainment for all."

"We never dreamed bowling would be as popular as it is," said Alba. "We almost always have a wait list on weekends and holidays. I'm sure we could fill another six lanes if we had them."

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"Bowling adds value and positively impacts our room rates. It's fun and different and not a run-of-the-mill resort activity. It's an added attraction during the winter, which is our slow season, because it's a way for guests to stay active even when golf and tennis aren't available. And the enticement of another multi-generational activity is a boost as well."

"Bowling is a great differentiator for resorts," said Jason Dean, Brunswick director of new business development. "Due to its mass appeal and social nature, bowling keeps guests on the property longer, increases spending on F&B, and drives repeat visits. And, bowling is a cash business with no receivables and very low inventories. After the initial investment, it requires little working capital, so revenue flows to the bottom line."

The Broadmoor doesn't hesitate to recommend Brunswick Bowling.

"We're in the hotel business, not the bowling business, so we chose Brunswick for their expertise," said Alba. "They're the best in the industry, with a great reputation."

"We would definitely recommend Brunswick to other resorts. Installation went very smoothly and with Brunswick's training, we're able to handle routine maintenance by ourselves, knowing Brunswick is quick to respond to any issues we might have. Their support is excellent and our relationship with them has been nothing but positive."

With more than 125 years in business and products installed in more than 70% of the world's bowling centers, Brunswick is the best-known and most-trusted name in the game.

Brunswick helps owners analyze which investments are best suited to their property and how to best design and plan the space. Brunswick offers every major system and type of equipment needed and it all works together seamlessly, from Sync Scoring and Management—the most comprehensive and only cloud-based center management system in the game—to the legendary GS® series pinsetters, to longer-lasting synthetic lanes and the latest styles in bowling center furnishings. Just as important, Brunswick provides expert installation, professional training, 24/7 product support, and help with marketing.

To learn more, visit Brunswick at brunswickbowling.com.

Brunswick® Experience is Everything.