

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Kristin Kenney Williams, Commfluent LLC, 970.479.1182

Vail's luxe Tivoli Lodge ready for another epic ski season

- Vail's founding Lazier family asks guests to rediscover a Vail classic

VAIL, Colo. (Winter, 2007-08) – As a part of Vail's billion dollar renewal, the old world meets the new millennium in Vail this winter as the classically remade Tivoli Lodge at Vail gears up for another winter ski season.

The Tivoli, among Vail's first great European-style lodges in the 1960s, has been reinvented from the ground up as an ultra-modern model of boutique luxury. Re-opened in 2006, the Tivoli is still steeped in old-world charm and suffused with Tyrolean tradition, ambiance and hospitality.

"Last winter was such a success in regards both to re-opening the Tivoli and having so much great snow for all to enjoy," said owner Bob Lazier, who built the first version with his wife Diane during Vail's first golden era. "I look forward to sharing in even more winter memories as I cross my fingers Mother Nature bestows the same, if not more, great snow this year."

The new-look Tivoli features 62 oversized guest rooms flush with pampering touches including down pillows, luxurious linens, massive soaking tubs, separate walk-in showers, flat-screen TVs, DVD players, mini-refrigerators and wireless Internet access.

But it was the level of service, caring and human touches that set the old Tivoli apart, and those traditions continue with the revamped lodge.

"Tivoli is more than a hotel, it is our home," said Diane Lazier. "Raising our family here and watching Vail grow from humble beginnings to the top-rated ski resort in North America really instills a sense of pride and tradition and I hope to share that with all that choose the Tivoli as their home away from home for winter adventure."

In a perfect place

Situated between the vibrant Vail Village, with all of its fine shopping and critically acclaimed restaurants, and Golden Peak, a bustling ski portal onto Vail Mountain, the Tivoli is arguably positioned in the ideal location. It's steps from all the action but removed enough to offer plenty of Rocky Mountain serenity.

The new Tivoli maximizes that location with rooms that offer magnificent mountain and Vail Village views, including the unprecedented grandeur of the Seibert Suite (named for Vail founder Peter Seibert), which surveys Vail Mountain and the soaring Gore Range.

Its new-look Euro-style architecture blending perfectly into the surrounding alpine environment, the Tivoli is replete with other amenities, including a meeting room, a library, a fully-equipped fitness room, two outdoor hot tubs and underground parking and ski storage.

Guests can enjoy the sumptuous and complimentary "Tivoli" breakfast then make the short jaunt to Vail's famed Vista Bahn chairlift a block to the west or Golden Peak's Riva Bahn chairlift a little farther to the east. Or the nation's largest free shuttle bus service is mere steps from the lobby entrance on Hanson Ranch Road, providing quick and convenient access to points of interest throughout Vail.

The Tivoli's stunning lobby, cozy and inviting with overstuffed chairs and leather sofas, serves up towering views of the ski mountain and the surrounding peaks. And its adjacent Brown Hound Lounge offers up a bountifully stocked bar and its signature Indini cocktail – inspired by hotel mascot Indy, the brown hound for whom the lounge is also named.

Depending on which member of the Lazier family you ask, Indy is named for either the silver screen's Indiana Jones or the Indianapolis 500, the legendary auto race won by Bob and Diane's oldest son, Buddy, in 1996. Both Buddy and younger brother Jacques still race in the Indy Car series.

A lasting family legacy

Bob and Diane Lazier first came to Vail on their honeymoon during a bitter cold snap in January of 1963 – the first ski season of Vail’s existence. They were enticed by a brochure of the fledgling resort left by legendary Vail marketing guru Bob Parker in the Minneapolis ski shop where Bob Lazier worked.

The Lazier’s honeymoon turned into a lifelong passion for each other and for Vail. They worked various lodging jobs at the Vail Village Inn those first few years, cleaning rooms, serving coffee, washing dishes, tending bar and listening to and learning from the builders who stopped in for drinks after work each evening.

In the tradition of the pioneering early days of Vail, the Laziers scraped together enough money to buy their first lot in Vail Village for \$7,000, taking a chance and building an eight-unit apartment. That led to a building a year for the next decade, including the Arcade Building in Vail Village, the Wedel Inn where the Sonnenalp now stands and the old Tivoli.

“It’s been so fulfilling to see Vail grow from a sheep pasture with a few buildings and a couple of lifts to this world-famous and world class resort,” said Bob Lazier. “To be part of the first great boom was so special, but now we get the chance to see our children and grandchildren become a part of the next great era in Vail history.”

About the Tivoli Lodge at Vail

The Tivoli Lodge at Vail, among Vail’s first great European-style lodges in the 1960s, has been reinvented from the ground up as an ultra-modern model of boutique luxury but is still steeped in old-world charm and suffused with Tyrolean tradition, ambiance and hospitality. The Tivoli, featuring 62 oversized guest rooms, is located at 386 Hanson Ranch Rd. in Vail Village at the base of Vail Mountain. The Tivoli is replete with other amenities, including the Brown Hound Lounge, a meeting room, a library, a fully-equipped fitness room, two outdoor hot tubs, and underground parking and ski storage. Please call Mark Asoian in group sales at (800) 451-4756 or (970) 476-5615 for reservations or more information; email groupsales@tivolilodge.com, or go to www.tivolilodge.com. The Tivoli Lodge at Vail is located at 386 Hanson Ranch Rd. in Vail Village. Please call (800) 451-4756 or (970) 476-5615 for reservations or more information; email reservations@tivolilodge.com, or go to www.tivolilodge.com.

-###-