

# Stoweflake <sup>2009</sup>

Mountain Resort & Spa

## An Affordable Luxury Vacation in Vermont



### **Plan Ahead and Save!**

*Considering the economic climate, taking a break is now more important than ever. Chuck Baraw shares media travel tips.*

### **The Stowe Vacation Experience**

*A memorable vacation on a budget is the result of good planning. Check out things to see and do in Stowe.*

### **Customize Your Stay**

*Reserve a room only or a package? What is the best value and right choice for you? We can help.*

### **Award Winning Dining**

*Surround yourself with the best dining in New England!*

### **Spas – America's Affordable Luxury**

*Expensive vacations may not be an option, but a spa getaway? Now, that's an exciting alternative.*



# Plan Ahead and Save

Chuck Baraw, President, Stoweflake Mountain Resort & Spa

As we all are, I am concerned about our country's economic crisis and have been paying close attention to the media's "fix" on how Americans will manage a vacation this year. Especially now, when taking a break from your daily routine and financial stress is most important. Let me share a few media tips that made sense to me.



Chuck Baraw

**Stay close to home:** With the airlines cutting nearly 8% in domestic flights, and the remaining costly, the smart choice is to drive. One or two - tank trips and three or four days away from home may be enough to feel refreshed.

**Sightsee on your way:** Whether you are planning a romantic getaway or a vacation with the kids, research your route. You may be surprised at the discoveries you'll find along the way.

**Avoid credit card debt:** This is especially crucial in this economy. Choose a destination with plenty of value-added amenities included, and outdoor activities to keep the "nickels and dimes" off your credit card.

**Look for value, not discounts:** The old adage that "you get what you pay for" is true. Look for a resort or hotel with good quality and value. For example, a townhouse may make more sense for two couples than two cramped rooms.

**Plan ahead!** The consistent theme in the media is to plan ahead, both in your budget and in your research. We can help with our **Stoweflake Early Booking Savings** program with savings up to 35% on rooms and townhouses. For instance, if you reserve 60 or more days before your stay, you'll get 25% off and 10% more as a **Frequent Guest of Stoweflake**.



# at Stoweflake!

## Customize Your Stay

By Michael St. Pierre,  
Guest Services Director

As you begin planning your vacation, budget becomes a key factor. Stoweflake's nightly room rate varies based on your choice of accommodations and dates of travel. Rates are lower in off-season months, such as April, and higher during peak travel times, such as July. Our nightly rates range from \$199 to \$559 for guestrooms and \$239 to \$1039 for townhouses.

Or if you prefer, you can save 15% by packaging accommodations with activities, dining and spa treatments in a 3 or more night stay. Choose from our packages or customize your own. Package rates are per person, based on double occupancy. You and your travel companion can be on different packages while sharing the same room.

Choosing the "just right" combination for the best value can be overwhelming. Let us help. Call my team of reservation specialists at **800-253-2232** or visit us online at [www.stoweflake.com](http://www.stoweflake.com).

## Mountain Vacation Package

- 3 nights accommodations
  - Breakfast daily
- from \$319 pp/do

## The Best of Stoweflake Package

Available June 28-October 18, 2009

- Daily Stowe area activity
  - Daily 50-minute spa treatment
  - Spa at Stoweflake access
  - Fitness class access
  - 3 nights accommodations
  - Breakfast and dinner daily
- from \$1049 pp/do

## Stoweflake Early Booking Savings!

Days Prior to Arrival	Price Savings	Rates from per night	With Frequent Guest Program
60 + days	25%	\$149	35%
45 - 59 days	20%	\$159	30%
30 - 44 days	15%	\$169	25%
15 - 29 days	10%	\$179	20%

## Stoweflake Frequent Guest

For every \$10 spent, you'll get one "Stoweflake Dollar." Earned dollars will be applied to your account in increments of \$100 for use during future stays. Spend these however you wish, and as a repeat guest you are also entitled to 10% off your return stay. Some restrictions apply. Visit [stoweflake.com](http://stoweflake.com) for details.



*A stay at Stoweflake includes use of the Sports & Wellness Center including pools, fitness centers, sauna, steam, outdoor Jacuzzi, putting greens, 9-hole par-3 golf course, and 60 acres of landscaped gardens with labyrinth, tennis courts, walking trails and play equipment.*



# The Stowe Vacation Experience

Stowe is world famous for outdoor fun that brings families and loved ones together. Though Stowe enjoys an international reputation as a winter destination, it is just as exciting in summer.

Sparkling

streams attract anglers, swimmers and paddlers. Horseback riders gallop through wildflower - strewn meadows. Cyclists and hikers take to the Stowe Recreation Path and to more challenging mountain trails as well. Stowe's golf and tennis offer challenges for newcomers and pros alike.



The friendly and relaxed atmosphere that this classic New England village exudes has made it a tourist mecca for over a hundred years. Whether you're spending the day in the spa, shopping in the village, or with the kids for an outdoor adventure, it's easy to understand the magic that brings you back to this special place, year after year.



## Things to do!

Visit Vermont's #1 attraction – Ben & Jerry's Ice Cream Factory, a must for lovers of premium ice cream. Take a tour and watch the creation of those delicious flavors. Specialty food shops abound along the route: Cold Hollow Cider Mill; Green Mountain Coffee Visitor's Center and Cafe; Lake Champlain Chocolates; Cabot Creamery Annex, and a showcase of maple syrup and other Vermont goodies.

**For a complete list of Activities and Events visit [stoweflake.com/activities](http://stoweflake.com/activities)**

## 23rd Stoweflake Hot Air Balloon Festival July 10-12, 2009

One of Vermont's most popular events includes a children's corner, live band, great food, beer and wine garden, balloon launches, and balloon tethers! Twenty-five pilots launch on Friday at 6:30 pm; Saturday at 6:30 am and 6:30 pm, and Sunday at 6:30 am.



# Award Winning Dining

In New England, only Boston and Providence boast more award-winning dining establishments than Stowe. Our restaurants are consistently honored and are featured in publications such as *Bon Appetit*, *Ski*, *The Wine Spectator*, and *Gourmet*. Dining in Stowe brings together tastes from all over the world – from eclectic to Italian trattorias to bustling micro-brew pubs – and everything in between.

The culinary leader is Winfield's Bistro, which has continually received the coveted AAA Four-Diamond award for dining excellence, outstanding ambiance and exemplary service. Winfield's specializes in innovative menus that reflect our chef's passion for fresh, seasonal ingredients served in tantalizing combinations. And for ten consecutive years, *The Wine Spectator* has bestowed the Award of Excellence on Stoweflake for its outstanding wine selections.

But perhaps Stowe's most popular eatery is Charlie B's Pub & Restaurant, the perfect place to enjoy tasty pub fare in a welcoming, festive atmosphere. Dine al fresco on the deck with a selection from 50 wines by the glass, ten ales on tap or a cocktail from our decadent martini menu. *Salut!*

For a light lunch or beverage by the pool, don't miss the casual atmosphere of the Stoweflake Poolside Spa Café.



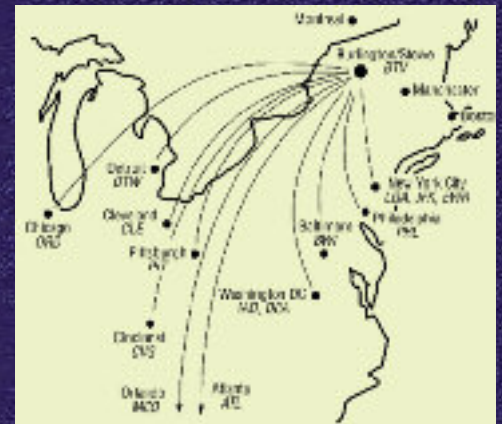
## Summer Family Vacation

Available June 28-October 18, 2009

- One Stowe area activity
- One Stoweflake equipment rental
- One admission to Stowe Golf-in-Miniature
- 3 nights accommodations
- Breakfast daily

Family of 4 from \$1,455

(2 adults & 2 children under age 13)



Stowe... is a short drive away.

- Boston, MA - 3 hours
- Hartford, CT - 3 1/4 hours
- Manchester, NH - 2 1/2 hours
- Montreal, PQ - 2 hours
- New Jersey - 5.5 hours
- New York, NY - 5.5 hours
- Portland, ME - 3.75 hours

## Holidays at Stoweflake

**December 25, 2009**

**- January 3, 2010**

What better place to celebrate the holidays with your loved ones than the Green Mountains - a place where peace, health and happiness prosper. Call for pricing, terms and conditions.

## Thanksgiving Package

November 26-29, 2009

- Traditional Thanksgiving Dinner
- Stoweflake Keepsake Gift
- 3 nights accommodations
- Breakfast daily

from \$429 pp/do

Reserve by November 1, 2009  
and the fourth night is free!

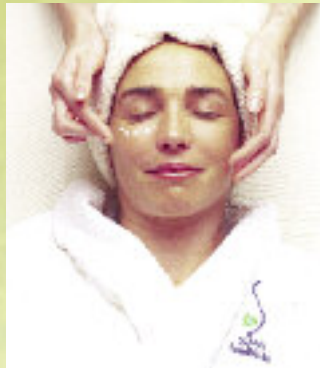


# Spas – America's Affordable

By Samantha Johnson, Spa at Stoweflake Director

Spas have become the “affordable luxury” in a time when expensive vacations may not be an option. By taking advantage of the extras that spas have to offer, a trip to the spa can feel like a mini vacation - without the big price tag.

Even with a single spa treatment purchase, most upscale spas allow you to use its special features and facilities at no extra charge. Start the day with your fitness routine, then check out the pools, take a steam, soak in the Jacuzzi, sip tea in the lounging room and then enjoy your treatment! A simple spa visit can become a blissful retreat.



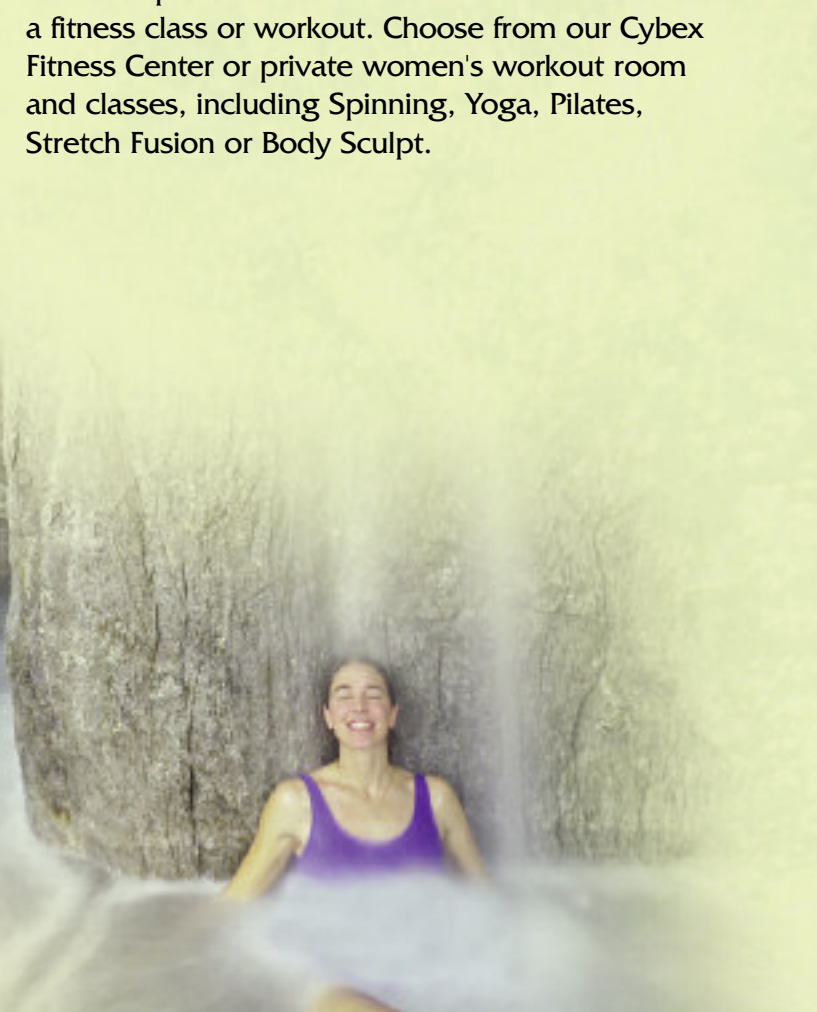
Whether you plan a spa getaway for the day, or overnight, be sure to choose a location best suited for you. Choose a spa with fresh scenery, especially in a calming environment. And, if you are headed out of town for an overnight stay with the family, be sure the area has activities that will keep everyone happy - and calm.

If a romantic getaway is on the agenda, choose a spa that offers a full range of treatments for you and your partner. Study the spa menu and ask questions! The best spas have well-trained professionals ready to help plan the best experience for you.

Stoweflake's Spring Spa Specials are here to help your budget! And, for a small charge, upgrade the massage or facial in your package to any one of our 120 spa and salon treatments. Plan to include a fitness class or workout. Choose from our Cybex Fitness Center or private women's workout room and classes, including Spinning, Yoga, Pilates, Stretch Fusion or Body Sculpt.



*The Spa at Stoweflake mirrors its peaceful, tranquil environment through a mountain-inspired design with cascading waterfalls and soothing soaking pools. Using indigenous, therapeutic products, the Spa specializes in signature wellness programs and natural non-invasive treatments.*



# Luxury

## Stoweflake Spring Specials

### Stowe Escape \$99

Enjoy a 50-minute massage of your choice, unlimited use of our spa's aqua features, fitness classes and facilities. A light spa lunch in our Poolside Spa Café is included. **A \$160 value.**

### Stoweflake Spa Day \$199

A 50-minute massage and a 50-minute facial of your choice along with unlimited use of our spa's aqua features, fitness classes and use of the spa facilities combine our two most popular spa treatments together for a perfect day. A light spa lunch in our Poolside Spa Café is included. **A \$300 value.**

These specials are valid through May 31, 2009. Not available Saturdays. Appointments required. Gratuity additional.

**Log onto [www.stoweflake.com/spaspecials](http://www.stoweflake.com/spaspecials) for great spa deals throughout the summer.**

## Spa Vacation Package

- Daily 50-minute spa treatment
  - Spa at Stoweflake access
  - Fitness class access
  - 2 nights accommodations
  - Breakfast daily
- from \$499 pp/do

## Wellness Adventures

### Ayurvedic Wellness

#### Spring Cleanse 5-day Retreat

April 26 - May 1, 2009

and May 17-22, 2009

- Guided cleanse experience with certified Ayurvedic consultant
  - Daily lectures on healthy eating and lifestyle
  - Daily morning activity
  - 2-hour consultation
  - 80-minute massage treatment
  - 3 organic meals per day (breakfast only on Friday)
  - Spa at Stoweflake access
  - Resort accommodations
- \$2049 pp/do

### Nordic Walking 3-day Adventure

June 21-24, 2009

and September 27-30, 2009

- Daily themed activities
  - Fitness class access
  - Spa at Stoweflake access
  - Resort accommodations
  - Breakfast daily
  - Optional daily spa treatment
- from \$419 pp/do  
from \$809 pp/do with spa option

For more information visit  
**[www.stoweflake.com](http://www.stoweflake.com)**



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*An Affordable  
Luxury Vacation in Vermont*

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