



The Cheyenne Mountain Resort looks forward to partnering with you to make your program a huge success. Here are some tips we've found helpful in increasing our groups' room blocks, thus avoiding any attrition charges.

Those newer to organizations tend to book outside the block more frequently than longtime members. A good strategy is to target attrition education at new attendees.

Promote the amenities of the Cheyenne Mountain Resort. Our marketing department can assist with any promotional material you might need. This can entice your attendees to stay at the Resort.

Convert an "early bird" registration discount into a discount for staying in the block.

Conduct a prize drawing for all attendees confirmed within your block to receive free registration to next year's meeting.

Combine registration and housing to offer one-stop shopping.

The Cheyenne Mountain Resort is also happy to partner with you on joint e-mail marketing to increase your room block.