



FOR IMMEDIATE RELEASE

HOTEL BOULDERADO IS THE BEATING HEART OF BOULDER, COLORADO

*Historic Property Offers Rocky Mountain Elegance, Incomparable Hospitality,
Enticing Restaurants & Lounges, and Eclectic Social Scene*

Boulder, CO — (August 7, 2018) — Where 13th meets Spruce in downtown Boulder, there stands a hotel at the intersection of grandeur and conviviality. The [Hotel Boulderado](#) has presided over this corner for one hundred and nine years—every one of them devoted to giving visitors to this vibrant city (named “The Happiest City in America” by *National Geographic*) a gracious welcome in elegant surroundings. An attendant in the original Otis elevator takes guests to their floor, a stained-glass ceiling bathes the atrium in warmth and light, and countless couples have pledged their love on the balcony of the majestic cantilevered cherrywood staircase, high above Victorian mosaic floors. To step into Hotel Boulderado is to be transported into Boulder’s colorful past, yet the hotel embraces the modern and unconventional style of the city today.

“The Hotel Boulderado continues the tradition of offering Victorian opulence combined with indulgent contemporary amenities, fine dining, exciting nightlife,” states Creighton Smith, General Manager at Hotel Boulderado. “We’ve been at the heart of the Boulder hospitality scene since 1909, and we take great pride in catering to discerning travelers as well as local residents.”

Hotel Boulderado has three restaurant and bar options, where guests can share an intimate meal or socialize with the locals. Guests will find fresh, locally-focused cuisine at the signature restaurant, [Spruce Farm & Fish](#), experience the retro ambiance of speakeasy License No. 1 (the holder of one of Boulder’s first liquor license after citywide prohibition was lifted in 1967), and casual bites at the Corner Bar (the outdoor patio area is considered a hot spot in the summer months). Boxcar Coffee Bar in the lobby serves coffee, tea, juices and handmade pastries.

Guests choose among [160 rooms](#) and suites, many with views of the iconic Boulder Flatirons, Rocky Mountains, and charming downtown Boulder. The light-filled rooms have either Mountain Modern or Victorian décor and are all equipped with the latest amenities, including complimentary Wi-Fi, high-end bedding, and modern bathrooms with Aveda toiletries, plush Boca bathrobes and 100% cotton bath linens. There are King or Queen guestrooms and suites available in both the historic and contemporary sections of the hotel. Groups of guests may prefer the lovingly restored [Carriage House](#) located just across the street, where they can enjoy all of the benefits of the hotel in a more intimate setting.

Hotel Boulderado is located steps from Pearl Street Mall, the artistic center of the city and Boulder’s number one tourist attraction, but guests can also explore further afield by arranging to have the hotel’s Mercedes van or Rolls Royce Silver Shadow II transport them to the nearby sights.

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Throughout the years, this City of Boulder landmark has been the place to see and be seen, having hosted everyone from Ethel Barrymore and Douglas Fairbanks, Sr., to Robert Frost, Benny Goodman, and Louis Armstrong. Today the hotel continues that social tradition, with [upcoming events](#) including wine club tastings, traditional holiday teas, live music in the lobby and open mic nights and special events at License No. 1. And the annual Grand New Year's Eve Gala is every bit as decadent as their inaugural party on December 31, 1908.

Hotel Boulderado is ideally suited for weddings and group events. The hotel features more than 10,000 square feet of flexible meeting and banquet space and thousands of couples have said, "I do" on the sweeping staircase overlooking the lobby. The hotel prides itself on being a good corporate citizen, with an award-winning recycling program, certification as an EPA WasteWise partner, and monthly energy audits.

In Summer 2017, more than a century after its completion, the property debuted an updated lobby and mezzanine with contemporary decor and arranged to encourage conversation. The award-winning redesigned space, with amenities tailored to modern-day guests, preserved and honored the hotel's historic feel while ensuring the Hotel Boulderado is able to offer the comforts and atmosphere that will keep this beloved property a relevant and celebrated part of Boulder's scene moving forward.

The first luxury hotel in Boulder, the townspeople named it "Boulderado" (a combination of the name of their city and state) in the hopes that no traveler would ever forget where they had stayed. For more than 100 years, guests have been enjoying the turn-of-the-century splendor, graciously appointed rooms and creative cuisine and libations at Hotel Boulderado. This city landmark on the National Registry of Historic Places continues to be the beating heart of the People's Republic of Boulder.

"Hotel literature from the 1920s stated that 'every guest may expect the best and get it', and we're proud to say that this motto still holds true today." – Creighton Smith, General Manager.

ABOUT HOTEL BOULDERADO

Since 1909, Hotel Boulderado has offered Rocky Mountain elegance in the heart of downtown Boulder. Located one block from the famous Pearl Street Mall, Hotel Boulderado features 160 guest rooms decorated with either a modern mountain or historic Victorian style. Hotel Boulderado exudes the welcoming, friendly and unconventional charm that makes the "People's Republic of Boulder" so beloved. Stop in for coffee, cocktails and conversation in Hotel Boulderado's famous atrium lobby. Ride the original Otis elevator. Sit on the patio of locals' favorite, The Corner Bar. Climb the grand staircase where thousands of Boulder brides and grooms have said "I do." Enjoy creative, contemporary cuisine and brunch all day, every day in Spruce Farm & Fish. Check out License No. 1, the first Boulder bar to sport a liquor license. If you want real Boulder, you'll find it at Hotel Boulderado.

For further information on Hotel Boulderado or to book a room, please visit <https://www.boulderado.com/> or call 303.442.4344.

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