



**Sonnenalp
Gold Club**

Member Benefits

APRIL 2020 - MARCH 2021

Welcome To The Sonnenalp Gold Club

The Sonnenalp Gold Club is the premier loyalty program for our valued return guests. Gold Club offers the most comprehensive benefits package with each and every stay. Sonnenalp Gold Club members are an integral part of the Sonnenalp Family, and we are constantly striving to build and grow the Gold Club program to exceed your expectations. We look forward to welcoming you to the Sonnenalp very soon.



Benefits Comparison

The Sonnenalp Hotel is dedicated to making the Sonnenalp Gold Club the absolute best value for you when staying with us. Please note that we kindly ask you to book directly through the Sonnenalp Hotel Gold Club Reservation Department to utilize the Gold Club benefits. They can be reached either over the phone or through the Gold Club website in order to utilize your Gold Club benefits. We are not able to extend Gold Club member benefits for stays booked through third party benefits programs like American Express Fine Hotels & Resorts. Please note that if you book an alternative rate, we will only be able to offer limited Gold Club benefits such as Recognition, a Welcome Amenity, and a Welcome Note from the Sonnenalp Hotel.

Below is just an example of how our benefits compare to these other programs.

	SONNENALP GOLD CLUB	AMERICAN EXPRESS	LEADER'S CLUB	VIRTUOSO PREFERRED
Free Breakfast Included in Room Rate	★	★	★	★
Welcome Gift	★	★	★	★
\$100 Hotel Credit	★	★		★
Free Room Upgrades (WHEN AVAILABLE)	★	★	★	★
Free Valet Parking	★			
Early Check-in/Late Check-out (WHEN AVAILABLE)	★	★	★	★
Discounted Laundry Services	★			
Vertical Family Privileges	★			
Free Transfers to and from Eagle County Airport	★			
Additional Sonnenalp Benefits	★			

Benefits Extend to Your Family!

Your membership in the Sonnenalp Gold Club is our gift to you as one of our most loyal guests.

As our most loyal guests, we want you to be able to enjoy the Sonnenalp with your family, when you're here and even when you're not.

To encourage use of your benefits, we extend your member benefits to your Vertical Family!

This means that your parents, your children and your grandchildren can also enjoy the benefits of Sonnenalp Gold Club membership when they stay with us, even if you are not along for the trip.

Make sure to book with us directly and we'll ensure these benefits are in place for your family.



2020-2021 Gold Club Member Benefits*

***NEW* SAVINGS AT LUCA BRUNO**

Save 10% at Luca Bruno when mentioning your Sonnenalp Gold Club status. This offer concludes March 31, 2021.

GMC TEST DRIVE

Johannes and Rosana have purchased a vehicle for Gold Club guests' personal use, exclusively. When you are in Vail and in need of a vehicle, we now have a car waiting for you. It is easy to sign up, please visit our concierge for more details and to check availability.

YEAR-ROUND VAIL FESTIVAL/EVENT TICKETS

We consistently host Vail Jazz events and you will have access to complimentary tickets. We'll also have tickets available to BRAVO! Vail, Vail Dance, First Tracks and more throughout the year. Keep in mind that these tickets are first-come, first-served. To inquire, contact Judy Van Bergen.

COMPLIMENTARY SIGNATURE COCKTAIL IN KING'S CLUB

Enjoy one complimentary Gold Club Signature Cocktail in the King's Club during your visit. Be sure to tell your server when ordering your cocktail.

COMPLIMENTARY SNOWSHOE RENTALS

All of your snowshoe rentals will be complimentary during your stay.

SONNENALP CLUB

Complimentary access to fitness facility and group classes at the Sonnenalp Club.

DISCOUNTED RESORT FEES

Gold Club guests pay a discounted \$20/night (plus tax) for every stay. You will have access to all the amenities provided to guests by this resort fee. These amenities include but are not limited to the use of GMC and hotel vehicles, select morning newspapers, coffee service each morning in King's Club, select Kid's Club and Sonnenalp Guided Activities, guest access to Spa and fitness facilities, WiFi in room, Sonnenalp Ski Concierge service at Bridge Street Ski Haus, Mountain Top Picnics for guests during ski season and much more.

COMPLIMENTARY BREAKFAST

Breakfast in Ludwig's is included in all room rates; gratuity is not included.

GIFT CERTIFICATE TO GOLDEN BEAR

This jewelry store has been The Symbol of the Vail Valley for more than 38 years and we are thrilled to offer you an opportunity to have a piece of Vail with you always. Each family will receive a \$50 Gift Card upon arrival to be utilized upon your next visit at their retail location in Vail Village. This gift is only offered once per membership for the lifetime of the membership. Members will not receive this each year. This offer concludes March 31, 2021.

COMPLIMENTARY GOLF & FREE CLUB RENTALS AT THE SONNENALP CLUB

Enjoy two complimentary rounds of golf per stay and complimentary club rentals, exclusively for Gold Club Members. Preferred rates will be extended to non-Gold Club guests. Carts are available at standard rates.

COMPLIMENTARY TRANSPORTATION

Sonnenalp is pleased to provide complimentary hotel shuttle service to and from the Eagle County Regional Airport. Trips are based on availability and must be scheduled with the concierge prior to arrival. Please note that shuttle transfers are not guaranteed to be private, you may be grouped with other guests as demand requires. Transfers to and from Denver International Airport are not included, but are available at preferred rates through a third party and must be scheduled in advance through the Concierge.

REDUCED SHIPPING FEES

When you use shipping services through TripHero, you will only be charged a 15% fee (reduced from 30%). TripHero picks up your belongings and safely delivers them to Sonnenalp Hotel so everything is waiting for you upon arrival.

MONEY BACK ON GROUP BOOKINGS

When you book a meeting, or bring a group to the Sonnenalp, we will credit your next personal Sonnenalp stay with a 10% credit of all room revenue spent at the hotel by your group.

COMPLIMENTARY SKI & EDGE WAX

Get your winter gear in tip-top shape with this professional service of 1 complimentary Ski and Edge Wax per stay provided at our Sonnenalp Ski Concierge. Additional services are offered at discounted prices. Please reach out to Judy Van Bergen or Julia Batchelor for more information.

COMPLIMENTARY MOVIE RENTALS

Enjoy one rental per day provided through our in-room movie

2020-2021 Gold Club Member Benefits*

GOLD CLUB COCKTAIL RECEPTIONS

Join us every Thursday evening during the winter season for a very special cocktail reception, just for our Gold Club members. Meet your Gold Club staff as well as other Gold Club members staying at the hotel at the same time. It's a great way to make new friends from around the world!

\$100 HOTEL CREDIT

This credit, earned during each stay, will be applied at checkout to charges made at the Sonnenalp Spa and hotel restaurants. This credit may not be applied to your nightly room rate.

15% OFF SONNENALP SPA SERVICES

Enjoy discounted rates on all services in our luxurious spa facility. Treat yourself to a massage, a facial or any of our spectacular services. Advance reservations recommended.

NEW COMPLIMENTARY KIDS CLUB ACCESS

Complimentary access to the regular kids club programming (4-6pm and 4-8pm activities) - this does not include the ski school concierge program.

50% OFF LAUNDRY SERVICE

We are more than happy to keep your clothes clean and pressed during your stay at the Sonnenalp. Our in-house laundry service is available to you at greatly discounted rates. This does not include dry cleaning.

COMPLIMENTARY EQUIPMENT STORAGE

Leave your ski equipment with us and save the hassle of traveling with your gear! The Sonnenalp Hotel will store your ski and snowboard equipment for you in our long-term storage rooms and will have it ready to go for you during your next visit to Vail.

EARLY CHECK-IN & LATE CHECK-OUT

When available, we will do our very best to accommodate requests for early check-in or late check-out.

COMPLIMENTARY VALET PARKING

A \$35 per night value.

* These Gold Club Benefits take effect when you book a Gold Club rate. Must stay at the Sonnenalp Hotel to receive benefits.

** Please note, our dog policy has changed. Please contact the Gold Club Team with questions.

Your Gold Club Team

Our Sonnenalp Gold Club enjoys the care and attention of a dedicated team of Sonnenalp staff members who are here to help with just about anything during your stay. From booking your room to managing your Gold Club benefits, please feel free to reach out to us with anything you might need prior to or during your stay.

CONTACT US:

JUDY VAN BERGEN

Gold Club Manager

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PATRICIA MCNAMARA

Director of Sales

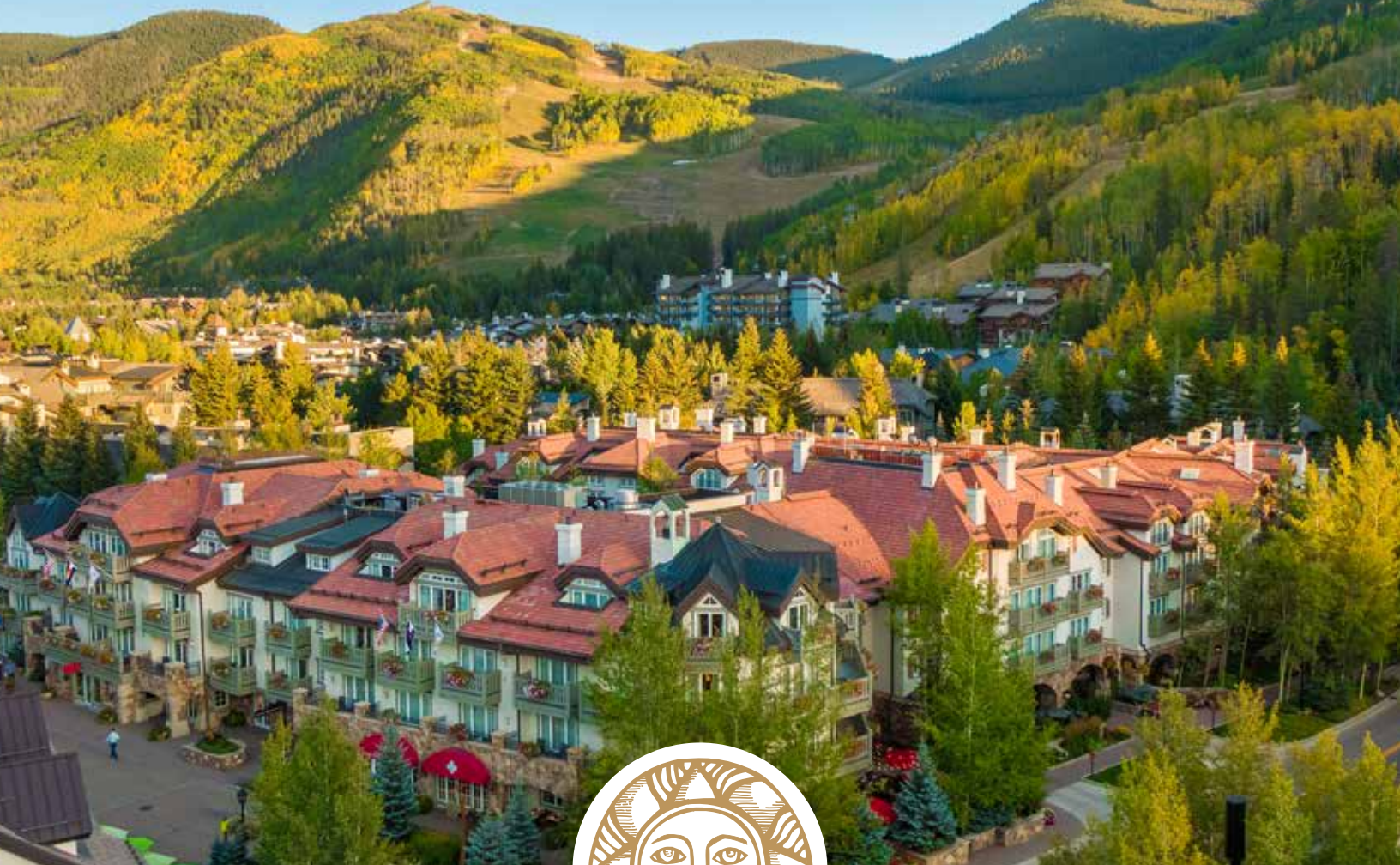
pmcnamara@sonnenalp.com

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Gold Club Online Portal

Did you know that you can book online at WWW.SONNENALPGOLDCLUB.COM and still get your Gold Club rates for your room? Using your personalized login information, you can book your stay directly with us online, see information related to your Gold Club Benefits and stay up to date on upcoming Gold Club events and programs at the Sonnenalp. Please contact the Gold Club team if you need your login information.





Sonnenalp
Hotel



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VALID APRIL 1, 2020 - MARCH 31, 2021
[Benefits subject to change at any time without notice]