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Dolce Hotels and Resorts Challenges Meeting Planners to Name Their Price

MONTVALE, NJ, October 6, 2009 - Dolce Hotels and Resorts is challenging meeting planners to name the price they would pay for meetings and group events at any of its 24 upscale hotels, resorts and conference centers in North America and Europe.

The promotion, called "Make Us an Offer ... Anything Goes," invites meeting planners to submit requested dates, specify their preferred Dolce conference hotel, food and other meeting requirements and, finally, state the price they would be willing to pay for the entire package.

Staff of the selected Dolce conference hotel will evaluate the offer and work to book the customers meeting. Even if the price is too low, the staff will submit a counteroffer that spells out exactly what the hotel can provide for that price as well as the cost for holding the meeting as specified.

If the hotel is not available on the requested date, the staff will suggest alternative dates and other Dolce properties that may be available. The offer applies to conventions, meetings, team-building exercises, seminars, training sessions and product launches.

"Make Us an Offer ... Anything Goes puts group customers first in our pricing strategy," said Peter Strebel, Dolce's chief revenue officer. "This plan makes it quick and easy for them to negotiate terms based on their present needs. It also demonstrates our commitment to delivering custom solutions to our clients' needs."

"Make Us an Offer ... Anything Goes" is being introduced in four languages – English, French, German and Spanish – in tribute to its potential global constituency.

Meeting planners are invited to request Dolce's Complete Meeting Plan with or without food, day meetings with or without food, Modified Meeting Plan with or without food or European Plan. All request for bids are welcomed through Dec. 18 for meetings to be held through May 31, 2010.

To participate, meeting planners may call Dolce toll-free at (800) 57-DOLCE – (800) 573-6523 – or via the Internet at www.dolce.com using the online request for proposal tool or by calling the Dolce hotel of their choice directly and mentioning the promotion code "ANY."

Dolce Hotels and Resorts, which employs approximately 4,000 associates worldwide, is headquartered in Montvale, N.J. and Paris, and is majority-owned by Broadreach Capital Partners.

Its portfolio of hotels, resorts and conference centers includes Lakeway Resort & Spa in Austin, Texas; Dolce Sitges in Barcelona, Spain; Dolce Chantilly near Paris, France; Dolce La Hulpe Brussels, Belgium, Seaview near Atlantic City, N.J.; Dolce Hayes Mansion in San Jose, Calif.; and Aspen Meadows Resort in Aspen, Colo.

Dolce has earned a reputation for creating inspiring working and learning environments through superior cuisine and amenities, productive design and facilities, and dedicated, personalized customer service. Additional information is available at www.dolce.com.

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