

# Sunday Funday Brunch at The Sebastian-Vail

Food & Beverage | Integrated Social

Brunch has been a hot trend in cities for several years, but mountain restaurants only recently took note. The Sebastian-Vail has always been known for doing things a little more creatively than its competitors, so when they launched Sunday brunch, the property went over-the-top with its concept. Sunday Fundy launched in July 2017 to drive weekend covers at Leonora restaurant.

*Reference: Annie Lynch, Former Corporate Director of Sales & Marketing, Timbers Resorts, (303) 887-6160*





# Tactics

- Creative Sunday Funday food deliveries to select Denver media
- Hosted Front Range and local media to Sunday Funday launch
- Aggressive visiting journalists program
- Sunday Funday invitation sent to all Vail area concierge
- Social media focused on highly Instagrammable images
- Encouraged visitors to post on social media through chalkboard frame at Sunday Funday



[illegible]

Redefining R&R is rosé and refreshments, the Sebastian's "Sunday Funday" brunch might become your new weekly respite. The luxury hotel's signature restaurant, Leonora, boasts a weekly Sunday brunch that includes a liquid medley of tableside "all day rosé," a Prosecco bar where patrons can customize their dream mimosas, and a build-your-own-Bloody-Mary-bar. The food menu offers a similarly indulgent spread — a charcuterie bar curated by Avon's [Colorado Meat Company](#) and a selection of traditional brunch dishes that are served tapas-sized for guests to sample as many as their palates desire, followed by a cornucopia of desserts, including jumbo-sized s'more cake — as seen above — key lime pie, and a candy-coated ice cream sundae. Adults can enjoy all that their hearts — and stomachs — desire off the food menu for \$32 per person, with a ticket to the bottomless lunch buffet costing an additional \$24 per person. Reservations are a must. [thesebastianvail.com](#), 970-477-8000

**Happy eating! Stay tuned for our November recommendations of Restaurants to Try Now!**



# Social Media



# COVERAGE

in outlets such as:

**VailDaily**

**VAIL**  
BEAVER CREEK

THE BEST OF COLORADO LIVING  
**COLORADO**  
*expression*



# OUTPERFORMED

SUNDAY FUNDAY POSTS OUTPERFORMED  
OTHER SOCIAL MEDIA CONTENT FOR THE  
FIRST FIVE WEEKS

**7** MEDIA OUTLETS WERE HOSTED  
FOR SUNDAY FUNDAY LAUNCH  
Media represented outlets such as:

**VailDaily**

**VAIL**  
BEAVER CREEK



Vail  
Valley

deliciousliving

THE BEST OF COLORADO LIVING  
**COLORADO**  
*expression*



**EAT**

# SOCIAL MEDIA

coverage of Denver food deliveries  
on feeds such as Mountain Living

# 18%

## REVENUE SPIKE

from July to September and  
Sunday breakfast covers were  
up approximately 5%

# VOTED “BEST BRUNCH”

by Vail Daily