



## Encore Resort October Clubhouse Overlay Concept

Writer: Grace Perrotta

2021

### Stay a Spell: Broom and Breakfast (Encore Clubhouse Overlay)

Guests are invited to stay a spell and have a bewitching October vacation at Encore Resort at Reunion!

With the hopes of making Halloween a little more hospitable, Willow the Welcoming Witch has enchanted the Encore Resort Clubhouse, transforming it into what she calls "Stay a Spell: Broom & Breakfast."

Here, every guest and ghoul are warmly greeted with whimsical and woodsy displays of decor, all appealing to Willow's apothecary ways of magic. The witch's assortment of gemstones, herbs, and dried flowers enthrall guests as stacks of antique books, flickering candles, and overgrown greenery spurs a cozy and captivating aura. Hanging brooms and beautiful butterflies grace the space. Swirling potions and pages of spells complement her eclectic collection of mystifying trinkets she's gathered over the years. Truly everything in eyesight at this inviting inn captures an eccentric sense of spellbinding comfort.

Whatsmore, this charming atmosphere serves as the perfect backdrop to Willow's unmatched hospitality. Handwritten notes, thoughtful itineraries, herbal teas, and more all speak to the witch's personable personality. Guests may even find her guiding "witch crafts" so anyone can experience what it's like to be a witch!

With brooms, brews, and boos, Stay a Spell: Broom & Breakfast certainly makes vacationing a cauldron more magical.

A handwritten signature in black ink that reads "Willow". The signature is stylized with a large, flowing 'W' and a long, sweeping tail. There are three small asterisks: one above the 'i', one above the 'o', and one at the end of the tail.

# STAY A SPELL BROOM & BREAKFAST



MY CHERISHED GUESTS AND GHOULS,

WITH WARMTH, EXCITEMENT, AND MAGIC AS WELL, I WELCOME YOU, KINDLY, TO STAY A SPELL.

WILLOW THE WELCOMING WITCH IS MY NAME, AND I USE MY GREAT POWERS TO ENTERTAIN!

MIDNIGHT IS MY BEAUTIFUL CAT, DON'T BE AFRAID TO GIVE HER A PAT.

WE CHARMED THIS RESORT WITH OUR HOSPITABLE HEX, WHICH PROMPTED THE IDEAL BEWITCHING EFFECTS.  
FOR THIS REALM I'VE CREATED CALLS FOR NO FRIGHT - OUR QUAIN'T BROOM & BREAKFAST IS HERE TO DELIGHT!

INSIDE, I CONJURED ACTIVITIES GALORE, FEATURING PUMPKINS, CREATURES, AND OH SO MUCH MORE!

YOU MAY SPOT MY HAT (OR TWO) ON A HUNT OR RECEIVE A BROOM SERVICE DELIVERY OUT FRONT!

THERE ARE SPIRITS TO DRINK AND "WITCH CRAFTS" TO MAKE. WE EVEN TELL STORIES THAT MAY MAKE YOU SHAKE!

AND, AS THE SATURDAY SKY'S HUE TURNS ASH, WE HOST THE THRILLING AND CHILLING WICKED SPLASH BASH!

SO, WELCOME AGAIN. IT BRINGS US GREAT CHEER THAT YOU HAVE DECIDED TO STAY A SPELL HERE!

*Willow\**

## EVENTS

### ENCORE RESORT AT REUNION'S SECOND ANNUAL PUMPKIN DECORATING CONTEST

On Display from October 26th to October 31st  
at the Clubhouse

### GRINNING GHOST BEDTIME STORIES AND COOKIE DECORATING

Fridays, 7:00pm at Hang 10  
Cost: \$5

### WILLOWS' LAIR OF EXTRAORDINARY WITCH CRAFTS

Every day in October from 12:00pm to 8:00pm at Hang 10  
Cost: *Varies*

### WILLOW'S WITCH HAT ADVENTURE

Daily until 6:00pm

### SECRET SPIRITS & DRINKS AT THE SHARK LOUNGE

Cost: *Varies*

### BROOM SERVICE GIFT BASKETS

Delivery Dates are the 29th, 30th and 31st of October.

Cost: \$20 for first-person;

\$15 for each additional person in the party

### ENCORE PRESENTS: SPOOKS, SMILES AND GATORS ANIMAL ENCOUNTERS

1:00pm on Saturdays at the Aqua Park

### STAY A SPELL: WICKED SPLASH BASH!

7:00pm to 9:00pm on Saturdays at the Aqua Park

Cost: *Varies*