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News for the Hospitality Executive



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The Hotel Group to Rebrand the Former Holiday Inn Santa Fe as the DoubleTree by Hilton Santa Fe Following Multi-million Redesign

SANTA FE, N.M.----DoubleTree by Hilton has announced the addition of its latest hotel location in the Southwest U.S. – the DoubleTree by Hilton Santa Fe in New Mexico. Nestled along the base of the scenic Sangre de Cristo mountains in a UNESCO-designated City of Crafts, Folk Art and Design, the full-service, 130-room hotel is located within a fifteen-minute drive of New Mexico State University, the State Capitol, Ski Santa Fe, and historic Santa Fe Plaza which is surrounded by more than 200 galleries, restaurants and museums. Formerly a Holiday Inn, the DoubleTree by Hilton Santa Fe is celebrating its new affiliation with a stylish, multi-million-dollar hotel redesign project that will lead to an array of new product, service and design enhancements throughout the property in the coming months.

“The DoubleTree by Hilton Santa Fe is an outstanding addition to our brand portfolio of more than 275 hotel locations serving some of the world’s desirable leisure destinations,” said Rob Palleschi, global head, DoubleTree by Hilton. “The debut of this latest DoubleTree by Hilton location continues to demonstrate the development potential and flexibility to grow our brand’s worldwide portfolio of hotels and resorts and reinforces our brand mission to continue creating an outstanding network of full-service hotels that create a rewarding experience for today’s travelers.”

The redesign of the newly renamed DoubleTree by Hilton Santa Fe will be a contemporary interpretation of the distinctive Southwest style. Inspiration was derived from the rugged beauty of the natural landscape with warm earth tones and a floral motif throughout the property.

Guests may choose from a collection of guestrooms and suites, all of which provide travelers with complimentary, wireless high-

speed Internet access; 37-inch, high-definition, LCD TVs; MP3-compatible alarm clocks; Wolfgang Puck gourmet coffee service; and refreshing Crabtree & Evelyn Citron bath products.

The DoubleTree by Hilton Santa Fe features approximately 4,400 square feet of meeting space that can accommodate up to 150 guests for small-to-medium-sized business meetings and social events. The hotel also offers complimentary shuttle service to the airport and downtown Santa Fe as well as a self-service business center.

For guests who wish to keep up with their workout program while traveling at the DoubleTree by Hilton Santa Fe, a fitness facility equipped with weight training and cardio equipment is available 24 hours a day, along with an indoor/outdoor heated swimming pool and whirlpool. Patina's presents Wake Up DoubleTree Breakfast which includes hot entrees and healthy options as well as a menu of fresh lunch selections. At the end of a busy day, Mezcal Lounge features contemporary American cuisine along with a fine selection of tequilas, beer, wine and other refreshing beverages. Room service also is available during peak hours.

“With a central location close to inspiring art, rich heritage and natural wonders, yet convenient to some of the most important government and business centers in the state of New Mexico, the DoubleTree by Hilton Santa Fe will serve as a great gathering place for travelers, businesses and residents alike,” said Steve Smith, hotel general manager. “Whether your next visit to New Mexico is for business or pleasure, our friendly and professional staff looks forward to greeting guests with a new look, new brand, a great Hilton HHonors guest loyalty program and legendary Southwest hospitality, all of which begins with the brand’s legendary warm chocolate chip cookie welcome at check-in.”

The DoubleTree by Hilton Santa Fe is operated by The Hotel Group under a franchise license agreement with a subsidiary of Hilton Worldwide.

“The Hotel Group is delighted to reposition, renovate and rebrand the DoubleTree by Hilton Santa Fe in one of the Southwest’s most scenic cities,” said Lara Latture, executive vice president, The Hotel Group. “With high standards for operations, construction and distinguished design, our company wanted this hotel asset to be associated with a global brand that could offer our customers the best services, facilities and rewards possible. We hope that our association with DoubleTree by Hilton on this latest project results in positive returns for the tourism business in Santa Fe and great experiences for the world’s travelers we

welcome here in the years to come.”

Located with easy access to Santa Fe Opera House, Santa Fe Fashion Outlet and the Museum of Contemporary Art, the DoubleTree by Hilton Santa Fe is just 10 minutes from Santa Fe Municipal Airport and one hour from Albuquerque International Airport. The hotel address is 4048 Cerrillos Road, Santa Fe, NM 87507. For more information on the DoubleTree by Hilton Santa Fe, visit the hotel’s website at www.santafe.doubletree.com, call 1-800-222-TREE in the U.S. and Canada or contact the hotel directly at 505-473-4646.

About DoubleTree by Hilton Hotels

With a fast-growing global collection of contemporary, upscale hotels in more than 275 gateway cities, metropolitan areas and vacation destinations across five continents, every little thing we do at DoubleTree by Hilton inspires us to create a rewarding experience for our hotel guests, our team members and the communities we proudly serve. Our hospitality begins with a warm chocolate chip cookie welcome upon arrival and continues with the award-winning Hilton HHonors guest loyalty programme, an array of fine services and amenities and our longstanding CARE Culture tradition that empowers more than 65,000 team members to provide the special comforts and acts of kindness that make the traveler feel human again.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 93 years, Hilton Worldwide has offered business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,800 hotels and timeshare properties, with 630,000 rooms in 88 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

About The Hotel Group

THG is a nationally recognized Top 40 hotel company and currently manages and/or owns 26 properties in 10 states, representing 12 brands, and employs more than 1,600 people. Since its inception in 1984, THG has managed more than 100 properties in 20 states, directed the design



and construction of 30 new hotels and completed the acquisition of more than \$125 million in private investment as the sponsor of Hotel Group Opportunity Funds I, II, III and IV. For more information, visit www.thehotelgroup.com or call 425-771-1788.

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