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**ROOM RENOVATIONS TO HISTORIC LA FONDA ON THE PLAZA
SET FOR UNVEIL IN MAY**

After Extensive Upgrades, First Set of Newly Renovated Guest Rooms to Open May 1

SANTA FE, N.M. (April 18, 2013) — The oldest and best-known hotel in America’s oldest capital city, La Fonda on the Plaza, will unveil its first floor of completely renovated guest rooms May 1. All of the landmark property’s guest rooms, with the exception of the Terrace suites, will receive upgrades by mid-August via the hotel’s most extensive renovation since the 1920s.

Looking to “modernize” the historic property without compromising its authenticity and unique character, the renovation consists of aesthetic and infrastructure enhancements, bringing the guest rooms up to modern luxury standards. The updated rooms and corridors will have improved sound insulation, new temperature controls, updated communication systems, more efficient electrical wiring and plumbing. In addition, new lighting, floor coverings and handcrafted furnishings, will be among other updates.

“While the renovation represents a significant investment and much-needed improvements, we’ve let the bones of the hotel speak for themselves,” said Jenny Kimball, chairman of the board of La Fonda on the Plaza. “We’re recreating the comfort and surroundings of our legendary past in a fresh new way.”

La Fonda has partnered with award-winning Santa Fe-based firm Barbara Felix Architecture + Design to help preserve original designer Mary Elizabeth Jane Colter's whimsical, Old World style. Felix and her team have conducted extensive research into the cultural and aesthetic elements of Colter's design and are carrying many of the important details to the new La Fonda.

"I love historic restoration because I'm inspired by the storyline that already exists," Felix said. "Buildings for me have personality. La Fonda has panache, sophistication and intelligence, and I want to show that spark so others can appreciate it."

La Fonda's total renovation comprises 164 guest rooms and suites, scheduled for completion in mid-August. Demonstrating the hotel's commitment to authenticity and the community, Felix and La Fonda have relied heavily on local craftsmen to execute Colter's vision. Additionally, no staff cuts have taken place during this project. For interviews or more information on La Fonda's renovation, or for high-resolution photography, please contact Brooke Traister at brooke@tuckerpr.com or 214-252-0900.

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About La Fonda on the Plaza:

Opened in 1922, La Fonda on the Plaza sits at the terminus of the Santa Fe Trail and is the only hotel on the historic Santa Fe Plaza. Reports of an inn at this location date back to the 1600s, making La Fonda the most historic hotel in Santa Fe. Formerly a Harvey Hotel, La Fonda will offer a total of 178 unique guest rooms and suites, including 14 luxury rooms built around a rooftop terrace with breathtaking views of Santa Fe and St. Francis Cathedral Basilica. With more than 20,347 square feet of event space, La Fonda is a favorite location for conferences and weddings. Its signature restaurant, La Plazuela, was newly renovated in 2009 and occupies the hotel's original 1920s open-air courtyard. La Fonda is a member of the National Trust Historic Hotels of America.