



Media Contact: Veronica Valencia  
505-228-6087

LA FONDA ON THE PLAZA RECEIVES  
AAA FOUR DIAMOND AWARD

*Achievement Ranks Santa Fe's Historic Hotel as a Premier Establishment*

SANTA FE, N.M. (July 12, 2013) — La Fonda on the Plaza, Santa Fe's legendary landmark hotel, has received the American Automobile Association's (AAA) Four Diamond Lodging rating. This marks the first time that the hotel has earned this prestigious designation.

"Earning this achievement is a great honor and places La Fonda among the most distinguished hotels in the country," said Jenny Kimball, chairman of the board of La Fonda on the Plaza. "It's a testament to our rich history and our dedicated staff who strive to provide an excellent experience for our guests every day."

La Fonda is currently undergoing its most extensive renovation since the 1920s. Once complete in mid-August, the historic property will be "modernized" without compromising its authenticity and unique character. Upgrades include aesthetic and infrastructure enhancements that will bring the guest rooms up to modern luxury standards.

Establishments that receive the AAA Four Diamond Award are upscale in all areas. The fundamental hallmarks at this level include an extensive array of amenities combined with a high degree of hospitality, service and attention to detail. It is one of the few appraisal systems that rely on physical on-site inspections.

###

**About La Fonda on the Plaza:**

Opened in 1922, La Fonda on the Plaza sits at the terminus of the Santa Fe Trails 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, after its current renovation, La Fonda will offer a total of 179 unique guest rooms and suites, including 14 luxury rooms built around a rooftop terrace with breathtaking views of Santa Fe and the 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 and a AAA Four Diamond hotel.