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### La Fonda To Celebrate Centennial in 2022:

#### *Santa Fe Landmark Marks 100 Years of World Class Hospitality Served with Southwestern Flair*

SANTA FE, N.M. (August, 2021) – Santa Fe’s *grande dame* of Southwestern hospitality – La Fonda on the Plaza – will turn 100 in January 2022. The milestone will be celebrated with a Centennial Gala and a number of other special initiatives. These include the premiere of the hotel’s historic documentary narrated by Ali MacGraw, and the reveal of a luxurious upgrade to the hotel’s exclusive Terrace rooms and suites, now known as “The Terrace Inn at La Fonda.”

La Fonda is not only Santa Fe’s oldest hotel (reports of an inn at the same location date back to the 1600s) but also the only one located on the historic Santa Fe Plaza, the center of the city’s shopping, nightlife, and art market scenes. Visitors from all over the U.S. and the world choose the hotel for memorable vacations and destination weddings. Santa Fe residents call La Fonda’s iconic lobby their “living room” and frequent the hotel’s rooftop bar to enjoy the spectacular sunsets, margarita in hand. The hotel has played host to countless world and U.S. leaders and luminaries of film, theater, art, music, and literature.

## **History**

The current La Fonda was built in 1922. It was then acquired in 1925 by the Atchison, Topeka & Santa Fe Railway and leased to the family of legendary hotelier Fred Harvey. The Harvey family turned La Fonda into one of the famous Harvey Houses, which it remained until 1968, when it was acquired by local businessman Sam Ballen and his wife, Ethel, stewards of the great hotel for nearly 50 years. In October 2014, after a series of interviews to ensure that the new owners would also be good stewards of the hotel, the Ballen family passed the torch to a partnership of families with a personal connection to the hotel. This partnership is managed by Cienda Partners, a firm with a long history of civic and historic investments and with substantial holdings in Santa Fe. Since the acquisition, the new owners have made substantial investments to improve all areas of the hotel, including the public areas and the guest rooms, but always with the hotel's history in mind. For a detailed history of La Fonda, a timeline can be viewed [here](#).

## **La Fonda Now**

To this day, La Fonda visitors are captivated by the distinctive, ever-present influences of famed architect John Gaw Meem and celebrated Southwest architect and designer Mary Elizabeth Jane Colter. Their original architectural and décor influences can be seen at every turn and complemented by the hotel's expansive, museum-quality art collection built by the owners over several decades.

While maintaining this heritage, La Fonda keeps evolving to meet the highest standards of modern hospitality. Since 2008, a phased series of renovations, guided by careful study of the original building plans and décor elements, have brought the hotel's guest rooms, restaurant, bars, lobby, and other public spaces to a new level of comfort and luxury. The latest of these is a luxurious transformation of the exclusive Terrace rooms and suites into the "Terrace Inn at La Fonda." This hotel-within-a-hotel has a dedicated luxury concierge as well as a private refreshment area offering custom evening appetizers and cocktails and a continental breakfast service. The accommodations feature stylish furnishings, original artwork, and private patios or balconies that overlook the beautiful Cathedral Basilica of St. Francis de Assisi or the historic Loretto Chapel and the sunlit Sangre de Cristo Mountains.

## **Centennial Celebrations**

The Centennial celebration will kick off with a Centennial Gala on January 22, 2022. Throughout the year, La Fonda guests will be able to enjoy special accommodations packages as

well as Centennial-themed food and drink offerings created by La Fonda's renowned culinary team. In addition, they can take home a special memento of the milestone in the form of a custom La Fonda Centennial Herradura Tequila in an exclusive etched glass bottle or a handcrafted holiday ornament both available in Detours, the hotel's gift shop. More details on these special initiatives will be available soon.

For further information or images, please email [jan@tuckerpr.com](mailto:jan@tuckerpr.com) or call 310.433.9626.

**More About Fonda on the Plaza:**

La Fonda is a AAA Four Diamond property. The hotel is a member of the National Trust for Historic Preservation's Historic Hotels of America and is a winner of the organization's "Best Historic Hotel" (76 – 200 rooms) and "Hotelier of the Year" awards. La Fonda has also been named one of the Top 10 Hotels in the American Southwest in Condé Nast Traveler Reader's Choice Awards and ranked #1 Best Lodging in 2020 in the Santa Fe Reporter's "Best of Santa Fe" Awards. For further information, please visit [www.lafondasantafe.com](http://www.lafondasantafe.com)

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