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LA FONDA ON THE PLAZA WINS THREE NEW MEXICO HOSPITALITY ASSOCIATION “TOP HAT” AWARDS

New program recognizes outstanding contributions to state’s tourism industry

SANTA FE, N.M. (Nov. 16, 2015) — La Fonda on the Plaza, Santa Fe’s legendary landmark hotel, was a big winner at the recent Top HAT Awards, a new inaugural program created by the New Mexico Hospitality Association to celebrate individuals, teams and programs that elevate the tourism and lodging industry in New Mexico.

The hotel won the “outstanding attraction” award for its new docent-led tour program, which showcases its diverse collection of art and the history behind some of its most celebrated features. Additionally, two La Fonda team members took home first place awards for their outstanding service. Ruben Marquez, assistant bell captain, won the award for “front-of-the-house hospitality,” while Andrew Garcia, assistant dining room manager, took top honors in the “front-of-the-house food and beverage” category.

“Both Ruben and Andrew are integral members of our team and the exceptional service they deliver on a daily basis is essential to our culture” said Jennifer Kimball, La Fonda chairman of the board. “Our docent-led tour program is another element that distinguishes the guest experience at La Fonda and is unique to Santa Fe, and we are so proud to have it recognized by our peers.”

The nominations were reviewed by the Arizona Lodging & Tourism Association, who selected the winners in each category.

For interviews, more information or high-resolution photography of La Fonda, please contact Elizabeth Fox at elizabeth@tuckerpr.com or 214-252-0900.



Ed Pulsifer, Director of Sales at La Fonda (left) accepted the award on behalf of La Fonda’s docent-led tour program. Ruben Marquez (center) won “front-of-the-house hospitality.” Andrew Garcia (right) won “front-of-the-house food and beverage.”

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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 offers 180 unique guest rooms and suites, including 15 luxury rooms built around a rooftop terrace with breathtaking views of Santa Fe and the Cathedral Basilica of St. Francis of Assisi. With more than 20,347 square feet of event space, La Fonda is a favorite location for conferences and weddings. In fall 2013, the hotel completed its most significant guest room and corridor renovation since the 1920s, including aesthetic and infrastructure enhancements to modernize the property without compromising its authenticity and unique character. Its signature restaurant, La Plazuela, was renovated in 2009 and occupies the hotel’s original 1920s open-air courtyard. The AAA Four Diamond property is a member of the National Trust for Historic Preservation’s Historic Hotels of America. The property was recently added to the Historic Santa Fe Foundation’s Register of Properties Worthy of Preservation and was named one of the “Best Hotels of 2015” in U.S. News & World Report. La Fonda is ranked among the 'Top 12 Hotels in the Southwest' in Conde Nast Traveler's 2015 Readers' Choice Awards, located in the #2 best small US city – Santa Fe.