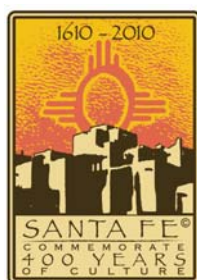




## *The Story of La Fonda on the Plaza*

**Santa Fe** – **La Fonda on the Plaza** is Santa Fe's most historic and authentic hotel experience. This charming, landmark hotel has been delighting travelers since the early 1920s when the original hotel was built on the oldest hotel corner in America. Indeed, early records suggest that there has been an inn or *fonda* on this corner for over four hundred years, since the founding of Santa Fe in 1610.



If the walls could talk, they would speak volumes of the rich hospitality and extraordinary guests that have made this charming hotel a true Santa Fe gathering place. Indeed, Santa Feans consider La Fonda on the Plaza *their* hotel and it is the first place that they bring their guests to experience Santa Fe's unique hospitality.

When you step inside, the visual treats begin. The lobby is filled with wonderful art and architecture. Hand-carved beams are overhead and every wall and niche is filled with original art.



La Fonda's signature restaurant, **La Plazuela**, is just off the lobby and it is stunning. Recently renovated, this award-winning dining room is filled with natural light, handsome furnishings and 460 charming hand-painted windows created by La Fonda's resident artist.



La Plazuela is a feast for the senses and the menu is amazing. Old favorites have been re-invented with tantalizing New World twists and our classic Northern New Mexico specialties are bursting with authentic flavors. Our wine list is award-winning, according to the Wine Spectator.



And the reviewers have raved:

*“Where can you dine on sophisticated fare at surprisingly reasonable prices in the most beautiful Santa Fe style?”*

Susan Meadows/Santa Fe New Mexican





The hotel offers 167 very charming rooms and suites, all unique with hand-painted furnishings, luxurious bedding and lots of creature comforts.



There are charming visual surprises around every corner...



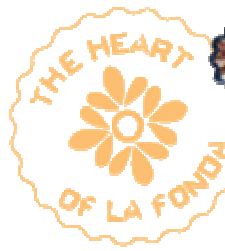
For those seeking luxury and privacy, our rooftop retreat, **The Terrace at La Fonda**, boasts 14 beautiful rooms and suites – a hidden treasure with breathtaking views of Santa Fe, the Sangre de Cristo Mountains and the majestic St. Francis Cathedral Basilica.



There is dedicated concierge service, gorgeous amenities and guests will breakfast in **The Gathering Room**, where they will be hosted to a hot continental breakfast each morning and cocktails and hors d'oeuvres each afternoon.



But what makes La Fonda on the Plaza truly remarkable are our employees. As much as guests love to stay with us, our employees love to work for us. And many have been with us for decades.



### **Meet Our Extended Family**

The true heart of La Fonda is our dedicated, caring staff who help distinguish us every day.

**Adelaido "Lalo" Ortega**  
*Bell Captain: Since 1950*

We really do think of them as family and know that they make all the difference in our guest's comfort and enjoyment of La Fonda on the Plaza.

*For questions or further information,  
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