



## ARDENT HOTEL MANAGEMENT COMPANY

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### **Ardent Selected to Manage Iconic La Posada de Santa Fe**

#### ***Growing Portfolio Includes Landmark Resort and High Profile Urban Destinations***

PHOENIX, Ariz., March 12, 2015—Officials of Ardent Hotel Management Company, a nationally recognized hotel management firm, today announced that the company has entered a long-term management contract with 1754 Properties, an institutional hotel investment and ownership company, to operate La Posada de Santa Fe, a Luxury Collection Resort and Spa, in Santa Fe, N.M. The contract comes on the heels of previously announced management agreements for two Manhattan hotels acquired by a premier Middle Eastern investment company.

Known as Santa Fe's art hotel for its long tradition of displaying the work of established American artists, the 157-key La Posada de Santa Fe is a six-acre, urban oasis, just two blocks from the historic city's famous plaza. Ardent will utilize its construction management team to assist 1754 in its oversight of the hotel's multi-million dollar renovation to public spaces and guest rooms, including the rebranding of the hotel's award-winning restaurant, Fuego, which currently is underway.

“Ardent has an outstanding reputation for working with resorts of all calibers and improving them on all levels,” said Joe Smith, principal of 1754 Properties. “A trophy asset like La Posada, which in many ways is emblematic of the city itself, requires an operator who can interpret the destination by showcasing the hotel and creating a guest experience that is as unique as the property. The decision to engage Ardent was easy as they are really the only management company with the depth to manage a four-diamond restaurant, a luxury spa, a complicated and unique rooms business and a historical renovation, all while managing costs more efficiently and significantly gaining market penetration against competitors.”

"We are excited to be working with such an iconic property. With its genuine adobe architecture, rich history, wandering outdoor spaces and emphasis on American art, La Posada de Santa Fe defines the Santa Fe experience," said Si Sloman, president of Ardent. "It's no secret that hotel guests today are looking for more than just a comfortable guest room, and La Posada is the kind of authentic, regionally significant accommodation that exactly meets those desires. Ardent has a long history of operating one-of-a-kind, destination hotels, and I am confident that La Posada de Santa Fe is a perfect match for our unique operational approach in creating a distinctively different guest experience while delivering improvement in asset value for the owners."

Located at 330 E. Palace Ave., a short walk from Santa Fe's central plaza, La Posada is a AAA Four Diamond-rated resort featuring a full-service spa, two restaurants, heated salt water pool and 4,500 square feet of meeting and event space. The hotel's casita-style guest rooms feature traditional viga and latilla ceilings, many with kiva fireplaces and shaded patios. The hotel's Victorian-era mansion is home to Fuego, a three-meal restaurant, and the Staab House Bar. The patio restaurant serves breakfast, lunch and dinner weather permitting.

### **About Ardent Hotel Management Company**

Headquartered in Scottsdale, Arizona, Ardent Hotels is a third party management company that operates hotels for institutional investors and private equity funds. The company is a preferred manager for Starwood Hotels & Resorts and InterContinental Hotels Group and has been approved by such prestigious flags as Hilton Hotels & Resorts and Marriott International, Inc. The company also operates independent and non-branded hotels in a variety of geographic locations and market segments. Ardent is well known for its ability to turnaround, reflag and reposition hotel assets. More information can be found at [www.Ardenthotels.com](http://www.Ardenthotels.com).

### **About 1754 Properties LLC**

1754 Properties LLC is an institutional real estate investment and ownership company focused on hotel properties in urban and infill resort areas. The principals of 1754 have consummated over \$1.5 billion of investment in properties with a wide range of reputable investors including international private equity funds, investment banks, corporate pension plans of Fortune 500 companies, public pension plans, Middle Eastern investors, endowments, family offices and high net worth investors. More information can be found at [www.1754properties.com](http://www.1754properties.com).