



La Posada Named ‘Best Hotel’ by Texas Department of Transportation Travel Counselors

LAREDO, TEXAS (June 6, 2007) – La Posada, the historic, resort-like hotel on the banks of the Rio Grande in Laredo, Texas, has been named the “Best Hotel” by the Texas Department of Transportation’s travel counselors as a result of their Texas Travel Industry Association (TTIA)-sponsored study tour of South Texas. The hotel was also presented with TTIA’s “Best Dinner” award for its elegant Tesoro Club restaurant, singled out for delivering a superior product with its Sunday Champagne Brunch and dinner, and for exceptional customer service. La Posada recently completed an extensive \$15 million makeover that combines the hotel’s historic Spanish influence and colonial architecture with floor-to-ceiling renovations.

The travel counselors chose “the best” in several categories representing South Texas for the annual 6-day tour.

“We are very proud of our hotel, especially with the renovations, and are delighted to be recognized by the State of Texas’ travel industry,” said Gene Belmares, La Posada’s Director of Sales & Marketing. “La Posada has a long and successful history and we look forward to continuing to be Laredo’s hotel of choice for its growing number of business and leisure travelers.”

Said Paul Serff, President of TTIA, “Laredo is a great travel destination and La Posada celebrates all that is beautiful about this part of Texas. Gene and his team place tremendous focus on quality, and have received numerous customer accolades for La Posada’s beauty and service.”

La Posada, located at 1000 Zaragoza Street in the historic district of downtown Laredo, offers 206 spacious guestrooms – including 58 suites and 22 Concierge Club rooms – with authentic Spanish contemporary design, furniture by local artisans, fine artwork, and luxurious finishes throughout. While the original 1916 façade remains the same, the hotel’s reconstruction runs the gamut from a newly-designed lobby and contemporary Spanish public spaces, to beautifully-restored guestrooms with elegant interiors, spectacular courtyards and grounds, and updated technology throughout. Guests can take advantage of three restaurants and three lounges; a new full-service complimentary business center; complimentary wireless and wired internet throughout; a new fully-equipped fitness center, two renovated swimming pools, one with the resort’s famous Bougainvillea swim-up bar; lushly landscaped courtyards and grounds, and more than 15,000 square feet of flexible meeting space.

For hotel reservations, contact the hotel directly at 956-722-1701 or toll-free at 800-444-2099. For additional information or to book online, visit www.laposadahotel.com.

TTIA is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA’s purpose is to help ensure the most effective tourism program by complementing and maximizing the results of promotional efforts of private businesses, city and regional organizations, and the State of Texas. For information, visit www.ttia.org or contact 512-476-4472.

#####

Contact: Leora Lanz
HVS Marketing Communications
516-248-8828, ext. 278
llanz@hvs.com