

LITTLE AMERICA

— *Hotel* —

S A L T L A K E C I T Y

Little America Hotel Media Kit 2011

MISSION STATEMENT:

The Little America Hotel offers personal service, extensive capabilities, and a history of excellence creating experiences that become part of guests' traditions.

BACKGROUNDER:

The Little America Hotel is a Salt Lake City landmark for over forty years, in a family-founded, AAA Four Diamond Hotel. The Little America Hotel is part of The Grand America Hotels & Resorts, which includes The Little America Hotels, The Westgate Hotel in San Diego, Sun Valley Resort and Snowbasin Resort.

Whether you find yourself on the wind-swept prairie of Wyoming or the world-renowned slopes of Sun Valley, you will encounter the same attention to detail and emphasis on quality that have made each and every one of our properties the destination of choice for millions of travelers.

The Little America Hotel is owned by Earl Holding. The Holding family also owns the Little America Hotels in Wyoming and Arizona, The Grand America Hotel, the Westgate Hotel in San Diego, Snowbasin Ski Resort, Sun Valley Ski Resort and the Sinclair Oil Corporation.

AWARD WINNING DINING:

Coffee Shop - Best of State

Dining Room- Best Hotel Restaurant Business Magazine

FACT SHEET:

The Little America Hotel
500 South Main Street
Salt Lake City, UT 84101
Telephone: (801)596-5700
Fax: (801) 596-5911

RESERVATIONS:

Toll-free (800) 453-9450

DESCRIPTIVE TEST:

Centrally located in Salt Lake City's business, historic, cultural and entertainment center, Little America is just 10 minutes from the international airport and a short drive from Utah's famous outdoor attractions. The hotel's superior service, accommodations, and meeting space make it an ideal location for any meeting. Our centralized catering, booking, billing and support staff coordinate all functions seamlessly.

LEGEND OF LITTLE AMERICA:

Back in the eighteen-nineties when Little America's founder was a young man herding sheep in a dreary section of Wyoming, he became lost in a ranging northeast blizzard and was forced to camp out all night at the place where the original Little America now stands. On that long January night in a terrible storm with fifty-mile per hour winds and 40 below temperatures, he longed for a warm fire, something to eat and wool blankets. He thought what a blessing it would be if some good soul would build a house of shelter at that desolate spot. Many times in his heart he dreamed of a haven for travelers with a crackling fire, warm bed and delicious food.

In the nineteen-thirties when he saw Admiral Byrd's picture of "Little America" in the Antarctica and his isolation so many miles from his base camp, it reminded the founder of his experience in the Wyoming blizzard. The thought came back to fulfill his dream, to erect a haven of refuge on the spot of his harrowing experience. The name, of course, was a natural "Little America."

From its beginnings on Wyoming's southwestern desert, Little America has grown to include properties throughout the western United States.

LOCATION:

The Little America Hotel is conveniently located just 10 minutes from the Salt Lake International Airport. Framed by the Wasatch and Oquirrh Mountain Ranges, the Little America is situated on 10 landscaped acres in downtown Salt Lake City, within walking distance of shopping, restaurants, nightlife, cultural and sporting events. All of Utah's major ski resorts and Salt Lake City's excellent golf courses are less than an hour's drive from the hotel. Recreational opportunities abound nearby in the magnificent national forests and state parks, several of which can be accessed from the hotel in 40 minutes or less. Historic Temple Square, the world-famous Great Salt Lake, major sporting events and several national monuments area also nearby.

ACCESSIBILITY:

Guests are delighted to discover that it takes just a 10-minute drive from Salt Lake City International Airport to the door of The Little America Hotel. For transportation arrangements, please call The Little America Hotel Concierge at 801-596-5799. Salt Lake City International Airport serves most major airlines, with non-stop flights available from around the country. The Little America Hotel is also easily accessed by car using Interstate 80 and Interstate 15. At the hotel, guests are within walking distance of many of Salt Lake City's downtown attractions. The local light rail, TRAX, is just a block from the hotel, and service in the downtown area is free.

ACCOMMODATIONS:

Little America Hotel offers 850 luxurious, oversized guestrooms and 23 suites, each with 31" televisions, complimentary in-room wi-fi access, iHome clock radio, down pillows, and other luxury amenities. The grounds are beautifully land-scaped with fountains and flower gardens. Attended to by eager and friendly staff, your group will be impressed by the quality of service and commitment to excellence.

DINING AND RECREATION:

An excellent Steakhouse and coffee shop make dining at Little America a distinct pleasure. Indoor and outdoor pools, specialty gift shops complement the hotel's amenities. Nearby attractions include the Utah Jazz basketball, the Utah Symphony and Opera, Ballet West, and historic Temple Square, home of the world-renowned Mormon Tabernacle Choir.

MEETINGS:

Little America Hotel offers 25,000 square feet of meeting space between 21 newly-renovated rooms. Delectable menus catering to your group's specific tastes and needs will satisfy even the most discriminating palates.

AMENITIES OVERVIEW:

Boasting spectacular scenery, exceptional accommodations and exceptional dining, the Little America Hotel is the perfect location for exploring Utah's outdoors and Salt Lake City's urban attractions. In between activities, guests can relax at one of the outdoor pools, browse in our gift shops, or sink into plush couches in front of a crackling lobby fire.

GUEST AMENITIES INCLUDE:

- Salt Lake's largest indoor/outdoor pool
- Children's pool
- Complimentary health club with sauna, whirlpool and fitness center
- Complimentary in-room wi-fi access
- iHome clock radio
- Complimentary parking & underground parking
- Valet parking
- Same day dry cleaning service & laundry w/one hour pressing
- 24hour shoe shine
- In-RoomDining
- Business Center
- 5retail shops
- 2restaurants- Steakhouse and Coffee Shop
- Private sports club
- Coffee bar
- Express check out

EXECUTIVE STAFF:

Ed Box, General Manager

OWNERSHIP:

Little America Hotel is part of the Grand America Hotels & Resorts owned by Earl Holding. The collection features Sun Valley Resort in Sun Valley, Idaho, twice selected by readers of SKI magazine as the nation's top ski facility; Snowbasin Ski Resort just outside Salt Lake City, site of the 2002 Olympic Downhill and Super G Races; The Grand America Hotel, Salt Lake City's premier luxury hotel; The Westgate Hotel in San Diego; and Little America properties in Arizona and Wyoming.

MEDIA CONTACT INFORMATION:

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