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**HAWTHORNE HOTEL DEBUTS NEW SALEM INSIDER'S PACKAGE**  
**Historic Hotel Offers an Exciting New Package with a Twist**

Salem, MA, July 23, 2009 – The Hawthorne Hotel, a member of Historic Hotels of America announces the debut of its newest package—the Salem Insider's Package.

“We want our guests to get to see Salem the way the locals do,” said General Manager Juli Lederhaus. “With the *Hawthorne Hotel Salem Insider's Package*, our guests will get the opportunity to visit landmarks they might not know about otherwise, making memories to last a lifetime.”

The package includes overnight accommodations, a roll of quarters for use at the Salem Willows arcade or maybe for parking meters, depending on what places the guests choose to visit, tickets to CinemaSalem, and most important to the package--a specially-published Hawthorne Hotel staff-created *Salem Insider's Guide Book and Map*, with all of the beaches, shops, restaurants and attractions that made the top Go-To lists of our hotel staff! This six-page booklet is packed with hidden gems in Salem and the surrounding area, detailed maps and site information.

“We make great recommendations all of the time to our guests,” said Mrs. Lederhaus, “but these are different. These places are where we go when we're not working. These places are truly where the locals go.”

The package starts at \$161 plus tax for double occupancy. For more information and to make a reservation for the Hawthorne Hotel Salem Insider's Package, call 978-744-4080 or visit our website: [www.hawthornehotel.com/packages.htm](http://www.hawthornehotel.com/packages.htm).

*The Hawthorne Hotel was built by the residents of Salem in 1925. Over one thousand people in the area purchased stock in order to create a “modern” hotel. Now, designated an “Historic Hotel of America,” the Hawthorne provides every amenity a “modern” traveler could desire and continues to welcome thousands of visitors every year. The hotel is 15 miles north of Boston and easily accessible from many major routes.*

*Historic Hotels of America is a program of the National Trust for Historic Preservation. Historic Hotels has identified 191 hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance.*

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