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HISTORIC HAWTHORNE HOTEL UPDATES WEBSITE New Features Make Website Very Interactive!

Salem, MA, May 2, 2008 – The Hawthorne Hotel, a member of Historic Hotels of America announces the update of their website: www.hawthornehotel.com.

The website of this historic hotel has undergone a major facelift, including a new color scheme, the addition of a video tour of Salem, new pages for Press Releases, Halloween, Traveling for Fun, an updated calendar of events, a Photo Gallery, updated menus, new packages, and more!

The hotel has the ability to make changes in real time for new events, updated menus, specials, and a photo and blog post of the week. The General Manager's blog at www.hawthornehotel.blogspot.com has been a favorite of the community and past guests for many years. Now the website can showcase the blog. According to web statistics, a website that continually changes received more hits, so the Hawthorne Hotel is working diligently to be viewed as technologically-savvy while still maintaining the charm and flavor of an historic property.

“Our website is the link between the hotel and our guests: past, present, and future. It's exciting to be able to keep them updated on what's happening here. It's also fun for us to see what we can accomplish with the website,” says Kristie Poehler, Director of Sales & Marketing. “I invite you to really get to know us here at the Hawthorne Hotel, through our wonderful new website,” add General Manager, Juli Lederhaus. “There is so much here to see, including an entire page called the Photo Gallery that has photos of many of the interesting things to do in Salem.”

Still to come on www.hawthornehotel.com is an International Travel page, email offers for both the restaurant and the hotel, a Salem in the Arts page, a Business Travel page, and a virtual Hawthorne Hotel museum.

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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