

THE
INDEPENDENT
HOTEL
PHILADELPHIA

The Independent Hotel in Philadelphia Welcomes Travelers Home After Unveiling a New and Refreshed Look, Complete with Upgraded Amenities and Experiences

Destination Boutique Hotel Offers Guests a Residentially-Inspired Stay with Seasonal Rates Starting at \$149

Philadelphia, PA – January 31, 2019 – Located in the vibrant Midtown Village neighborhood of Philadelphia, The Independent Hotel, managed by Hersha Hospitality Management, has debuted a new look and feel following the completion of an interior renovation and exterior facelift designed to make guests feel like family. Offering 24 newly-designed and distinct rooms, including a selection of specialty lofts and suites, The Independent Hotel is the city’s best kept secret with seasonal rates and experiential packages starting at \$149.

The new hotel refresh is rooted in offering all the comforts of home with the services and amenities guests expect. From thoughtful seating arrangements and upgraded bedding to local eclectic artwork, lighting, accessories and wall coverings, The Independent Hotel invites guests into a warm and inviting space that is residentially-styled and welcoming in nature with an attentive team of 12 including a 24/7 lobby concierge. Rooms feature a variety of amenities including in-room illy espresso machines, L’Occitane bath products, Smart TV’s and complimentary Wi-Fi. Guests are now also treated to a daily “Brekky Basket” featuring continental, locally-sourced items that can be delivered or packaged to-go and a Sip & Snack hour is served in the lobby Monday through Friday from 5 – 6 p.m., encouraging guests to mix and mingle over local wine selections and bites.

“The Independent Hotel has been designed to accommodate a variety of travelers, from couples and families to solo urban explorers and girlfriend getaways, offering guests an intimate and curated experience that makes them feel at home,” says Alexandra Mazza, Director of Marketing, The Independent Hotel. “Our new line up of services, amenities and experiences allow guests to embrace our ideal location and we look forward to sharing our love for the city with future guests.”

In addition to the interior refresh and exterior upgrades, The Independent Hotel has partnered with a number of local organizations and galleries, providing guests with an opportunity to experience the city like a local and to give back to the community. A “for purchase” rotating gallery in guestrooms and common spaces offers artwork from locals in partnership with Fairmont Art Gallery and a curated book program - partnering with the nearby, iconic Giovanni’s Room - benefits Philly AIDS Thrift. Guests can also expect specialty offers and experiences from purveyors in the area, from restaurants and bars to boutiques and museums. A collection of games including Jenga and Dominoes are readily available to

borrow for use in the hotel's living-room like lobby or for nights spent in the newly-upgraded accommodations.

Starting in Spring 2019, The Independent Hotel will offer guests the opportunity to pre-request items offered as part of the boutique property's "Curio Cabinet," featuring thoughtful amenities for families, girlfriends' getaways, couples, wedding and bridal parties and wellness-focused travelers. From local area guides, polaroid cameras, essential oils and yoga mats to robes, slippers, specialty chocolates and selection of wines, beer and champagne, the "Curio Cabinet" will provide guests with the comforts of home all prepared prior to arrival for a seamless vacation or staycation experience.

In addition to the interior spaces, the hotel's exterior has been upgraded with fresh detailing and designed to accommodate a future rotating, street-side local art installation that will give up-and-coming artists the opportunity to showcase works. The Independent Hotel is also pet-friendly, welcoming guests of the four-legged variety and all travelers receive complimentary access to Optimal Sport Health Club.

Reservations are available for booking now, including seasonal offers and discounts, at <https://www.theindependenthotel.com/>

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ABOUT THE INDEPENDENT HOTEL

Located in the vibrant Midtown Village neighborhood of Philadelphia, The Independent Hotel is a boutique hotel featuring 24 residentially-styled guest rooms, including a selection of specialty lofts and suites, all designed to make guests feel like family. The Independent Hotel offers an attentive team of 12 including a 24/7 lobby concierge, providing a unique, intimate hotel experience with all of the services and amenities travelers expect. Rooms feature an illy espresso machines, L'Occitane bath products, Smart TV's and complimentary Wi-Fi is offered through the property. For more information and available rates, please visit <https://www.theindependenthotel.com/>.

ABOUT HHM

HHM operates 125 hotels across the United States. It provides turnkey hotel management, investment, and development services for independent hotels and leading brand affiliations through Marriott, Hilton, Hyatt, and Intercontinental Hotel Group. HHM's highly experienced team is accustomed to serving as a fiduciary to publicly traded companies, joint ventures, institutional real estate owners and private investors. Additional information on HHM can be found at <https://hhmhospitality.com>.