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Adoba Hotel of Rapid City Closing on Christmas Day in Observance of Holiday

Rapid City, S.D. – December 17, 2013 – Adoba Hotel of Rapid City closes to provide employees the opportunity to spend the holiday with friends and family.

Unprecedented in the hospitality industry, the hotel has chosen to close for the Christmas Holiday for the first time in history, following a record year of growth and completion of the properties second phase of renovation earlier this year.

The hotel will close on December 24 at 10AM and reopen on December 26 at 7:00AM.

General Manager Stacie Hull says the primary reason for closing is to recognize her team’s achievement and provide her team members the opportunity to spend the holiday with friends and family.

“Following strong revenues in 2013, above average occupancy, and the completion of phase two of our progressive movement to a sustainable and entirely renewable property design, the day of rest is well deserved. It’s the right thing to do for our staff,” says Hull.

Although closing the property means a loss of revenue, providing our team members the opportunity to spend the holiday with their families outweighs the property’s loss and solidifies our commitment to a culture of excellence and a rewarding work-life experience; we are proud to be able to offer such an opportunity. Our team members work daily to provide guests with outstanding experiences and we should recognize their efforts,” adds Hull.

Guests affected by the closure were contacted individually and team members personally coordinated alternative accommodations. “The response to the property’s decision has been overwhelmingly positive,” adds Adoba Hotel Rapid City spokesperson Christopher Donahue. “The property has made a bold and progressive move in humanizing hospitality from all angles. Ideally others will follow.”

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About Adoba Hotel Rapid City

The Adoba Hotel Rapid City, an independently owned and operated full-service hotel, is the region’s only sustainable and renewable property with 177 guest rooms and suites, onsite dining, and entertainment. Adoba Hotel Rapid City is stylish, progressive, and a regional leader in hospitality with team members shaping guest experiences through uncompromised guest service leaving every traveler feeling valued and respected. Learn more about our renewable hospitality initiatives and our commitment to the environment at <http://www.adobahotelrapidcity.com/>

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