



CONTACT: Renee Martin
Martin Media
845/987-1665 (O)
845/325/2051 (C)
rmartin@martinmediapro.com

TRAVEL + LEISURE NAMES THE WHITEFACE LODGE AMONG TOP RESORTS IN ITS ANNUAL "WORLD'S BEST AWARDS" ISSUE

LAKE PLACID, NY (July 2009) –The Whiteface Lodge Resort & Spa in Lake Placid has been named a top resort on *Travel + Leisure's* 2009 "World's Best Awards" list. The Resort was ranked number 22 among the "Top 50 Resorts in the US and Canada," achieving the highest accolade of any hotel or resort in the Adirondack region. *Travel + Leisure*, considered one of the country's most influential consumer travel publications, unveiled the annual World's Best Awards in its August 2009 issue and on TravelandLeisure.com. The list provides a ranking of the top hotels, islands, cities, airlines and cruises around the world, determined by a previous online poll targeted at readers of *Travel + Leisure*.

"We are honored that the Whiteface Lodge received such a prestigious accolade from *Travel + Leisure*. We're also truly grateful to our guests and owners who spent their valuable time sharing their opinions and casting favorable votes on behalf of the Resort, which supported our prominent ranking," said Phil Anderson, General Manager, The Whiteface Lodge Resort & Spa. "We believe that our guests appreciate our continued commitment to providing sophisticated value-added services and amenities, as well as creating personalized and memorable experiences—whether vacations, corporate meetings and/or weddings."

The 2009 "World's Best Awards" surveyed *Travel + Leisure* readers using a scale system that rated hotel characteristics including rooms, facilities, location, service, restaurants, food and value. The awards were organized by region and were categorized by property type in the US as follows: resorts, large city hotels, small city hotels and inns.

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About the Whiteface Lodge

Located in the woodland setting of the High Peaks region of Lake Placid, New York, The Whiteface Lodge is the only all-suite Resort in the Adirondacks, offering 94 guest accommodations. The Resort also offers a value-added experience unparalleled in the region, providing guests with access to a wide range of gratis amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the Resort's signature dining area; a creative kids program for ages three to ten called Kamp Kanu; onsite swimming and fishing (stocked catch and release pond) with all equipment; basketball, tennis and paddle tennis courts; sophisticated fitness center; three-season ice skating rink; family game room with a two-lane bowling alley; nightly s'mores campfire; and a 54-seat movie theater. Additionally, during the summer, guests of the Resort receive complimentary access to the private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also include plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary high-speed Internet. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for Resort guests.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for casual fare and Kanu, where guests may enjoy a formal or casual culinary experience, such as Tapas and cocktails, or a three-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Resort's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary fare, complimented by refreshing beverages, are featured at the Resort's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Resort expanded its culinary services, enabling guests lounging by the pool, in lean-tos or on the outdoor patios and terrace to enjoy tapas, meals and beverages of their choice. The Resort also provides 24-hour In Room Dining.

Awards & Accolades

In addition to its prestigious ranking on *Travel + Leisure's* "World's Best Awards," the Resort is a AAA Four-Diamond Award-winning property. In 2008, the Resort ranked third on the 'Best Hotel Spa' list per *Condé Nast Traveler's* list of the "Best Spas in North America and the Caribbean." and it placed 41 on *Conde Nast's* 2008 list of "The Top 50 Ski Hotels in North America." Additionally, The Whiteface Lodge has been named "one of the top places to stay" according to *National Geographic Traveler's* 2009 "Stay List"; one of 2007/2008 World's Top Hotels, Resorts, and Spas per Zagat's; and was listed in third place on TripAdvisor.com's 2009 list of "Top 10: Spa Destinations." The property has also appeared on *Condé Nast Traveler's* "Hot List" and *The Robb Report's* "Best of the Best" list since its 2005 opening. With a renowned culinary program, The Whiteface Lodge was selected to participate in the prestigious 2009 James Beard Society "Taste of New York" culinary event in New York City. The Resort's Executive Chef and Sommelier achieved the coveted honor of creating and presenting the entree and wine pairing to over 50 distinguished culinary experts and

journalists.

The Whiteface Lodge is a member of The Leading Hotels of the World. For information, please call 1-800-903-4045 or visit www.TheWhitefaceLodge.com.

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