



CAPTURING “VINTAGE” CHARM DURING THE HOLIDAYS

FOR IMMEDIATE RELEASE Niagara on the Lake, ON October 17, 2006 -- With multiple hotel properties in the picturesque town of Niagara-on-the-Lake, Vintage Hotels faces a distinct challenge during the holiday season: how to decorate three different properties to accurately reflect their distinct style and ambiance?

“What makes our hotels so unique is that we have our very own décor department on hand all year round,” says Lorraine Zalepa, Manager of Decorating for Vintage Hotels, who manages the department. “During the holidays, we are always adding new Christmas trees somewhere, including smaller trees in guest rooms as many guest love to spend Christmas Eve and Christmas Day with us.”

For 13 years, Vintage Hotels has kicked off the holiday season decorating on November 1, with many of Niagara-on-the-Lake’s merchants following suit. Decorating is completed by the end of November, in time for the holiday parties that abound at Vintage Hotels.

Holiday traditions include a presence in the town’s Santa Claus Parade every year by draping an old-fashioned trolley with fresh pine garlands and boughs, as well as over-sized red bows. The trolley travels through the parade filled with employees’ children and Santa Claus. Santa also makes a stop at each Vintage hotel on Christmas Eve.

Zalepa offers the following decorating advice to anyone wishing to capture the “Vintage” charm during the holidays:

For the Georgian grandeur that abounds at the luxurious Queens Landing property during the holiday season, use an abundance of velvet ribbons in tones of rich creams and gold with splashes of deep burgundy gathering spaces. Patterned ribbons and snowflakes can be draped on chandeliers, carved mirrors, and doorways. Wrought iron gates can be draped in fresh garland and boughs tied with burgundy ribbons and trailing tails.

To replicate traditional Victorian charm that distinguishes the Prince of Wales, don’t forget to decorate outside as well as inside. Fresh Christmas trees shimmer with white light, while planters can be filled with pine boughs encircled with berry branches and holly bushes. Inside, rich dark woods gleam against hues of ivory, burgundy and deep green velvets. Ornaments are strictly Victorian in nature—butterfly motifs are key. Crystal icicles add holiday magic throughout.

Country charm similar to the Pillar and Post’s also begins outside. Wrap exterior pillars with fresh garlands and pine boughs, and fill an antique sleigh with presents. Inside, accent rich woods with deep burgundies and reds, and splashes of gold and creams. Fill a Christmas tree with a mixture of nouveau Country and Victorian decorations.

Vintage Hotels is a collection of three CAA/AAA four-diamond hotels with a total of 374 guest rooms, over 30,000 square feet of meeting space, three four-diamond restaurants, and two spas in Niagara-on-the-Lake. Offering classic style with a modern sensibility, the hotel properties are the jewels in the crown of the Niagara region. The Prince of Wales captures the elegance and refinement of the Victorian Age; The Pillar and Post is a classic country inn that offers all of the luxuries of a modern property while appealing to the entire family; and Queen’s Landing sets the stage for everything from family vacations to high-level corporate gatherings in a spectacular Georgian-style mansion. The recently renovated 13,000-square-foot 100 Fountain Spa indulges visitors with a wide selection of services to soothe body and soul.

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