

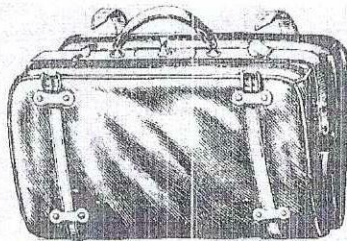
By 1981, Washington will have 5,300 new hotel rooms, bringing the total in the metropolitan area to more than 40,000. Even now, Washington ranks behind only New York and Chicago as the city with the highest concentration of hotel rooms, tied for third place with Las Vegas.

Washington's booming hotel business is due in part to the worldwide increase in travel, a by-product of airline deregulation and bargain fares. The devaluation of the dollar also has brought more foreign tourists to the United States and its capital, and the growth in government regulation continues to draw more American businesspeople to Washington to promote their special interests.

A 115-room Quality Inn at 30th and M streets, Northwest, is scheduled to open in spring 1981, and two new Marriotts are now being constructed downtown. One, a 350-room hotel being built as a joint project with Blackie's House of Beef at 22nd and M streets, Northwest, will be ready in January 1981. The flagship of the chain, an 850-room property planned for Pennsylvania Avenue between 13th and 14th streets, Northwest, will open in 1984. After plans for the DC convention center are firm, we can expect more hotel development around the H Street, Northeast, corridor, which is expected to become a major retail and entertainment center by the 1990s.

New hotels like the Four Seasons in Georgetown are opening to meet the booming hotel traffic, and many of the grand old hotels built in the 1920s and earlier—the Sheraton Park, Fairfax, Hay-Adams, Sheraton-Carlton, Shoreham Americana, and the Mayflower—are being refurbished or enlarged to accommodate the growth. Even the Willard, closed for eleven years, is preparing to make a comeback.

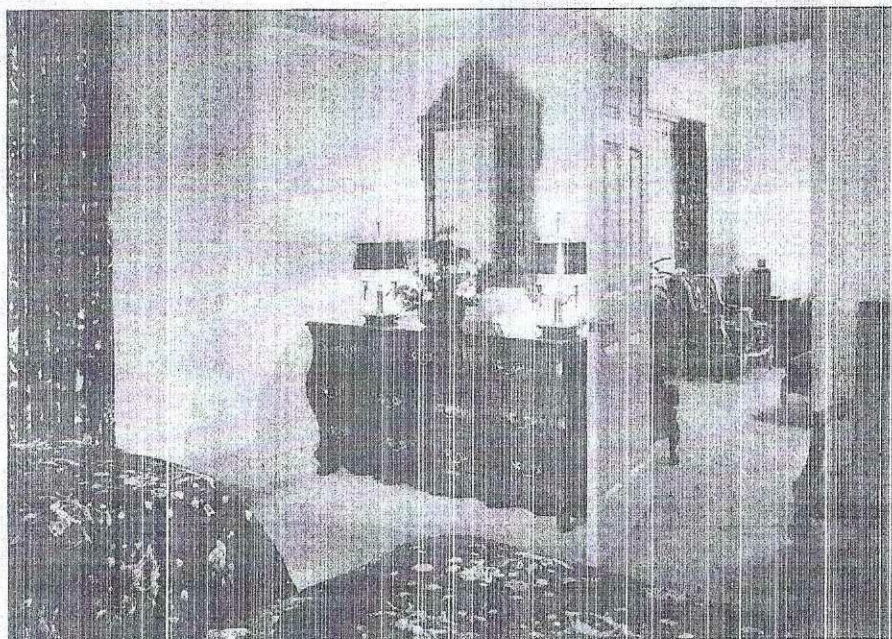
American and foreign business travelers don't mind paying for the comforts and service of a luxury hotel, and Washington's hotels are rising to the challenge with evening maid service, late-night room service, baths with telephones, and conveniences such as free bathrobes, electric shoe buffers, and mini-bars in the rooms. Many hoteliers are trying to give their operations what they call a more personalized, "European" flavor by employing concierges, who are available to make plane reservations, buy theater tickets, and handle last-minute shopping or even more special requests—for example, find a tin of Iranian caviar or a loaner suit for a guest who loses his luggage en route to a White House dinner. VIP room gifts range from the traditional wine, cheese, and chocolate, to engraved



H GRAND HOTELS

A European Flavor Comes to Washington

By Karen Feld



A one-bedroom suite in the newly refurbished Fairfax

brandy sets at the Hay-Adams and gifts from Tiffany or Cartier at the Watergate. Some, like the Four Seasons and the Fairfax, keep detailed guest histories, so a customer who requested extra towels or a bottle of Dom Perignon on a previous visit will find them already waiting in the room on a subsequent trip.

Here's a brief rundown on how some old and new Washington hotels are meeting the increased demand for deluxe accommodations in the capital.

Fairfax

Fresh from its year-old facelift, the 180-room Fairfax lures the same travelers who stay at the Connaught in London

or the Stanford Court in San Francisco. Located in the heart of Embassy Row, it is more intimate than the Madison or Sheraton-Carlton.

Originally a residential hotel, the Fairfax was built in 1924. In 1977, Chicago businessman John Coleman bought it from Maryland realtor and politician H. Grady Gore for approximately \$6 million. The hotel was renovated at a cost of \$7 million before the doors reopened last fall, and a 100-room addition to be built on the site of the parking garage is expected to be completed in two years.

Architect John Carl Wamecke, who designed the new Senate Office Build-

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ing, gutted the hotel, restyled the facade, lobby, guest rooms, and suites, and added meeting rooms. The lobby now is white Carrara marble with brass appointments and chairs made of pigskin.

Chicago interior designer Ann Milligan Gray planned each guest room individually, complete with antiques, English wool carpets, and coordinated spreads, drapes, and upholstery made of French and Belgian cotton prints in earth tones. The furniture from Baker's Charleston collection is an eighteenth-century design.

When the Kennedys entertained at the Fairfax's Jockey Club in the '60s, it became Washington's restaurant for the beautiful people. In an attempt to reestablish that chic image, Coleman has brought in New York's "21" to manage the restaurant and made Paul Delisle, longtime maître d' of the Sans Souci, managing director of the Jockey Club.

The hotel's original bar, the Sea Catch, has been replaced by the Fairfax Bar. Paneled in pine from Martha's Vineyard, it features private alcoves, wingback chairs, and working fireplaces.

Fairfax, 2100 Massachusetts Avenue, Northwest; 293-2100. Doubles, \$71-\$102; 18 suites ranging from one to four bedrooms, \$130-\$325. Suite 723 is the top of the line.

Four Seasons

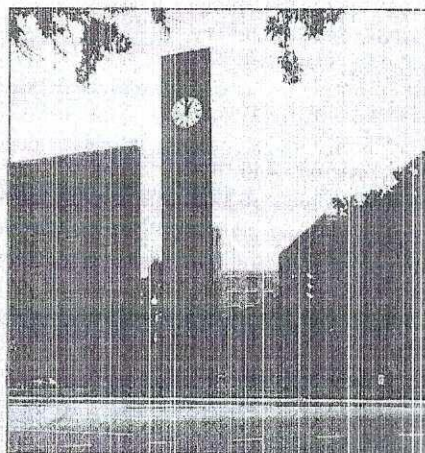
Scheduled to open this month, the 218-room Four Seasons in Georgetown is Washington's first new luxury hotel in more than a decade. Its owners, Four Seasons Ltd., spent \$102,000 per room, making it one of the most expensive hotels ever built in the United States. They hope that like the Plaza in New York the Four Seasons will become a popular spot with locals as well as out-of-towners.

The six-story hotel is contemporary, but its red-brick exterior blends with the historic architecture of Georgetown. The wood-and-glass lobby reflects the outdoors with an abundance of plants, open space, and Austrian ash wood. There is no traditional reception desk; instead, guests are greeted and escorted to their rooms by a receptionist who is the equivalent of an assistant manager.

Boston designer Frank Nicholson, who designed the Waldorf Astoria in New York and Les Quatre Saisons in Montreal, used two color schemes in the guest rooms, one a subtle gray-and-earth-tone combination with green velvet accents, the other a more delicate scheme of warm peach tones. Guest rooms have silk moiré wall covering, Austrian sheer curtains with a striped pattern, handwoven wool carpets, Chippendale chairs, Carrara marble tabletops, and antiques.

The Garden Terrace Lounge and Restaurant, a continental version of the Palm Court at the Plaza in New York, is an extension of the lobby. While relaxing on comfortable sofas and easy chairs by windows that overlook the canal and park, guests are served open-face Parisian sandwiches and pâtés at lunchtime, high tea in the afternoon, and flaming teas and coffees in the evening. Vintage wines are available by the glass.

The hotel restaurant, Aux Beaux Chances, offers both classic French and *nouvelle cuisine*. Cool drinks are the specialty of the sixty-seat outdoor Plaza Café. Desirée, a semiprivate disco that will open in November, will have light-



Entrance to the new Four Seasons

and-sound technology designed by Juliana's of London.

The Four Seasons hopes to compete with the Madison for small, posh social events and plans to host small conferences rather than large conventions. For international meetings, the Corcoran Ballroom has a wireless sound system that can carry ten language translations simultaneously.

Four Seasons, 2800 Pennsylvania Avenue, Northwest; 342-0444. Singles, \$64-\$94; doubles, \$79-\$109; the 20 suites range from \$128 for a junior suite up to \$388 for the three-bedroom Presidential Suite.

Sheraton Washington

When its \$95 million addition opens in September, the Sheraton Park will become the Sheraton Washington, the largest hotel and convention complex on the East Coast, with 100,000 square feet of exhibit space and 1,505 guest rooms, 1,000 of which will be in the new building. There are ten duplex lanai suites that overlook the outdoor swimming pool.

The new building will house a restaurant called Americus, where all food served will be native to this country. The Courtyard Café is a coffeeshop where the menus, color schemes, and table settings will change with the time of day. There

will also be a stand-up, gourmet snack bar called L'Express and a neon-lit cafeteria with a pop-art motif called the Twentieth Century. The Lobby Lounge overlooks an atrium and has a center fountain that converts to a dance floor. The Early Light disco, named for the phrase in "The Star-Spangled Banner," will open onto the pool deck.

Sheraton Washington, 2660 Woodley Road, Northwest; 265-2000. Singles, \$48-\$70; doubles, \$60-\$85; suites \$130-\$190.

Sheraton-Carlton

The Sheraton-Carlton, built 53 years ago in the tradition of truly grand hotels, is being restored to that stature. The hotel has remained open to sixty percent of its capacity during the \$6 million project, due to be completed by December.

In recent years, the Carlton had grown threadbare. General manager Rose Narva says the Sheraton chain considered selling it but instead "realized that they had a jewel, so they polished it."

The lobby may well be the most magnificent in Washington; the inlaid, carved ceiling is worth a visit in itself. The new Lobby Court, a prime spot for people watching, practices the European custom of high tea. An executive wine bar will open in September on the lobby level, replacing the Federal City Club,

and the semiprivate Polo Club—open to hotel guests and members—is planned for later in the year.

The guest rooms have been renovated totally and are now air conditioned. The molding around the ceilings has been restored, as have hardware such as faucets and brass door hinges. The rooms are large and decorated in rich tones with brass and wood detail.

Sheraton-Carlton, 16th and K streets, Northwest; 638-2626. Doubles, \$87-102; suites, \$175-\$325.

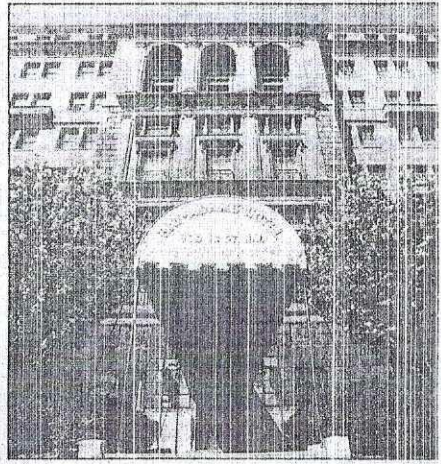
Madison/Dolley Madison

For the past decade, the Madison, like the Regency in New York or the Beverly Hills in Los Angeles, has been the place for chic jet-setters and American corporate and financial executives. The 372-room hotel, built in 1963, reflects the taste of its owner, Marshall Coyne, who has personally picked the antiques, Oriental rugs, and art objects that decorate the public areas and the guest rooms.

The Dolley Madison is the Madison's newly renovated 44-room annex that opened last winter half a block away from the main hotel. Under the same ownership and management, it has the same amenities as the Madison, but it is quieter and the rooms are larger. Its restaurant, La Provence, is smaller than the Montpelier in the Madison, but many of

the entrées are the same.

Madison/Dolley Madison, 15th and M streets, Northwest; 862-1600. Madison doubles, \$88-\$103; studios, \$125; suites, \$165-\$450. Prices are higher at the Dolley Madison: doubles, \$105 and up; suites, all with four-poster beds \$150-\$175.



Hay-Adams

Old-world charm is even more attractive when combined with new-world comfort. According to reports, this is what we can expect from Frenchman George F. Mossé who plans to acquire the 52-year-old Hay-Adams this summer. He signed a purchase contract with owner

Sheldon Magazine last March for a rumored \$15 million. Mossé, who had an interest in three Paris hotels—the Meurice, the Grand Hotel, and the Prince de Galles—has selected the Hay-Adams to be the first in his planned chain of small deluxe hotels in the United States.

The Hay-Adams, built from the homes of former Secretary of State John Hay and historian-philosopher Henry Adams, retained much of the original exterior of the old homes, and the interior design of the public rooms is largely restoration. The location of the 170-room hotel, across from Lafayette Park and the White House, is one of its charms, and parkside rooms overlooking the White House are in high demand.

The dark wood paneling of the lobby, white walls, and conservative guest-room furnishings create an atmosphere of dignified formality. Danielle Mossé, wife of the new owner, will supervise extensive renovation over a three-year period, during which the hotel will remain open. Improvements will include new lighting, wall coverings, and furniture in a French style.

Hay-Adams, 800 16th Street, Northwest; 638-2260. Doubles, \$70-\$98; suites, up to \$329.

L'Enfant Plaza

L'Enfant Plaza, opened in 1973 under Loews management, is similar to the Century Plaza in Los Angeles both in its contemporary appearance and in its luxury service. Designed by I.M. Pei, architect of the East Wing of the National Gallery of Art, it has an impressive modern lobby with a sitting area and bar and 372 guest rooms and suites decorated in French-provincial style.

This year the hotel instituted "Club 480," which general manager Harrison Hartman says is an effort to provide more European-style service. The thirty Club 480 rooms all face the outdoor pool on the twelfth floor and have a sitting area, sleep sofa, and desk. The rooms feature VIP treatment and come complete with special gifts and extras such as personalized matchbooks, electric shoe buffers, and mini-bars. Guests need never miss a phone call at L'Enfant Plaza; a beeper, available for \$5 a day, will signal a guest within fifty miles of the hotel.

L'Enfant Plaza, 480 L'Enfant Plaza, Southwest; 484-1000. Doubles, \$61-\$80; club rooms, \$95-\$107; suites, up to \$325.

The Watergate

There are some decorative changes planned for the 240-room Watergate hotel, which has benefited from the prestige of the entire complex since it opened in 1967. By the end of summer, antiques from China, Italy, and France and new modular furniture will be added to all suites.

Jean-Louis, a new 40-seat restaurant featuring *nouvelle cuisine*, will open this fall in the lower lobby, in the former home of the Democratic National Committee. Another new spot for high tea and cocktails is the Lobby Lounge and bar overlooking the Potomac.

The Watergate, 2650 Virginia Avenue, Northwest; 965-2300. Rooms with sitting areas, \$74-\$86; suites, \$86-\$300.

Shoreham Americana

The Shoreham Americana's site overlooking Rock Creek Park has made it one of Washington's most beautiful old hotels, and its 770 rooms draw the cream of the convention market. But at close to fifty years old, it has begun to show signs of wear. Over the past seven years, \$8 million has been spent on renovation, primarily cosmetic.

As-yet-unconfirmed reports say the Shoreham is likely to be sold soon. Managing director Richard Abati says only, "There have been interested parties who have looked at the Shoreham, but a sale has not been consummated to date." If it is sold, large-scale renovation is expected.

Shoreham Americana, 2500 Calvert Street, Northwest; 234-0700. Singles, \$48 and up; doubles, \$62-\$86; suites, \$95-\$375.

Mayflower

Like the Shoreham, the 700-room Mayflower, built in 1918 and once one of the city's most elegant hotels, is ripe for renovation. Details have not been disclosed yet, but plans call for preserving as much of its charm and history as possible. During phase one, now under way, \$2 million is being spent to refurbish guest rooms. Phase two will begin in September with the addition of four more floors above the 17th Street entrance.

Mayflower, 1127 Connecticut Avenue, Northwest; 347-3000. Singles, \$50 and up; doubles, \$65 and up. The plushiest suite is \$430.

The Willard

Once known as the "Hotel of Presidents," the Willard was created in 1901 by H.J. Hardenburgh, who designed the Plaza Hotel in New York. If residents of the seven townhouses from which it was formed are counted, the Willard's guest register has included a dozen US Presidents. Lincoln stayed there for a week prior to his inauguration, and Calvin Coolidge used the hotel as a temporary White House following Harding's death. For many years, it was the hub of Washington social and political life, but it closed in 1968 due to financial problems.

The Pennsylvania Avenue Development Corporation has made rehabilitation of the Willard, now designated a national landmark, a top priority. It acquired the hotel for \$4.5 million and leased the development rights to Florida developer Stuart S. Golding and the Fairmont Hotel chain of San Francisco. Billed as one of the largest restoration projects in the country, the Willard's restoration is scheduled to begin in January 1980 at an estimated cost of \$55 million; the new 600-room hotel is expected to open by Christmas 1982.

Hardy, Holzman, Pfeiffer Associates of New York, designers of the St. Louis Art Museum and the Cooper-Hewitt Museum in New York, have been selected as the architects of the new Willard and plan a "contemporary interpretation" of the old building. The facade of the building will be restored, but most of the interior will be gutted. The hotel's original 450 rooms will be made into 300 larger rooms, and another 300 rooms will be constructed on the parking lot between the Willard and the Washington Hotel.

Golding plans not only to preserve the design of the Willard but also to convert it into a modern version of a European town square, with sixty retail boutiques on the first four levels of the building. The rooms on the top level will be duplexes, similar to the Beverly Wilshire in Los Angeles. The average room rate is expected to be \$90-\$100.

Georgetown Inn

Vice president and general manager of the Georgetown Inn, Collins Bird is a third-generation hotelier from Atlanta who is carrying on the family tradition here in Washington. The 105-room hotel on Wisconsin Avenue does a high double-occupancy business because many businessmen who stay there bring their wives with them to explore Georgetown's boutiques.

Since the hotel opened in 1962, Bird says it has been continuously refurbished to keep it close to its original appearance. Each floor has a different color scheme which is repeated in every detail from carpet to toilet tissue.

The most recent major changes took place three years ago in the Four Georges, the hotel's four-leaf-clover-shaped restaurant: George I was converted from a dining room to a bar; George II, once Mediterranean in style, is now more rustic; George III is brighter, more formal, and decorated in light blues; George IV is a cocktail lounge with piano entertainment and complimentary hors d'oeuvres.

Georgetown Inn, 1310 Wisconsin Avenue, Northwest; 333-8900. Singles, \$50 and up; doubles, \$63-\$71; suites, \$97-\$107. □