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**HOTEL ENCANTO DE LAS CRUCES 'ALL IN' WITH MASSIVE RENOVATIONS**  
**GETTING READY FOR SPACE FLIGHTS**

***Hotel Encanto Prepares for Spaceport America Astronauts As Virgin Galactic Selects Resort as a Preferred Partner***

LAS CRUCES, NM – (JULY 7, 2014) – The staff at Hotel Encanto de Las Cruces (<http://www.hotelencanto.com>) is busy prepping to help some of their guests take an out of this world experience. Virgin Galactic has selected Hotel Encanto de Las Cruces as the official preferred Virgin Galactic hotel and resort in Dona Ana County. The luxury hotel based in Southern New Mexico, is managed by Heritage Hotels & Resorts, Inc. and has undergone a series of large-scale renovations and upgrades over the past year in order to meet the needs of Virgin Galactic executives, Spaceport America Astronauts and their families.

“We believe Spaceport tourism will continue to bring jobs and help boost the economy here in New Mexico. We have been working hard at Hotel Encanto and are ready to welcome our global and national visitors to beautiful Southern New Mexico,” explains Jim Long, Founder/CEO, Heritage Hotels & Resorts, Inc. “We are proud to be selected as the preferred Virgin Galactic Resort for Dona Ana County and are fully committed to providing premium service to all future Astronauts and others who travel to our area as part of the Spaceport experience.”

To underline this commitment, Hotel Encanto is undergoing improvements and renovations of several rooms at the hotel by remodeling them into Executive Suite VIP Wings. Guests in the Executive Wings will experience VIP concierge service, private VIP areas, customized room service menus, and upgraded first-class rooms and suites. These hotel guest rooms are being remodeled with upgraded finishes throughout, marble clad bathrooms, custom cabinetry, and artisan built furniture, designed by Adriana Long.

“The new Virgin Galactic guest room design reflects the culturally rich style of Hotel Encanto along with an adventurous and contemporary attitude. The design will be timeless and luxurious,” explains Adriana Long, designer.

Additional hotel renovations include adding additional poolside terrace rooms and outdoor spaces. Greg Trutza, an award winning landscape architect, was brought in last summer to design outdoor Spanish gardens, patios and a resort style pool. The area includes terraces, balconies, fire pits and fountains built out of old world stone accents, providing over 2,500 square feet of updated and newly added additional space for private functions and VIP gatherings. The hotel also remodeled its nightclub patio, which was designed by interior designer Adriana Long. The new Azul Ultralounge now includes a large, contemporary outdoor patio with luxury contemporary furnishings.

“Hotel Encanto’s attention to detail and commitment to quality will ensure the visitor experience will remain true to our shared core values. Hotel Encanto is New Mexico True,” states Monique Jacobson, Cabinet Secretary, Department of Tourism.

“By partnering with Hotel Encanto de Las Cruces, we further our vision of investing in the local New Mexico community while we define the Virgin Galactic astronaut experience,” said Virgin Galactic CEO, George Whitesides. “Future astronauts will come from around the world to New Mexico, so it’s important that they experience the outstanding local offerings and character as part of their experience.”

Believing that Spaceport America tourism is key for New Mexico’s economy, Hotel Encanto will continue to invest in significant improvements and staffing to guarantee VIPs and tourists have the best experience. The hotel plans to hire VIP Guest Concierges that will act as Ambassadors on behalf of the hotel and any Virgin Galactic guest. Additionally Hotel Encanto plans to hire multi-lingual staff to help with international travelers.

Renovations at Hotel Encanto are expected to continue through early 2015. Hotel Encanto is one of eight properties managed by Heritage Hotels & Resorts, which offer distinct and culturally unique experiences. Each hotel reflects its community and its area through its design, food, music, landscape, and architecture, all with the goal of preserving the rich cultural traditions of New Mexico.

BROLL OF HOTEL ENCANCTO (Please courtesy “Hotel Encanto de Las Cruces”):  
<https://www.youtube.com/watch?v=AM45l8cweOw&feature=youtu.be>

Link to downloadable Hotel Encanto Images. (Please courtesy “Hotel Encanto de Las Cruces”):  
<https://www.flickr.com/photos/hhandr/sets/72157625390990629/>

To Line up an Interview or Tour of Hotel Encanto de Las Cruces contact:

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### **About Heritage Hotels & Resorts**

Founded by Jim Long in 2005, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel chain in New Mexico. Through their architecture, interior design, landscaping, cuisine, art, entertainment and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. Hotel Albuquerque at Old Town and Nativo Lodge are located in Albuquerque, NM; Hotel St. Francis, The Lodge at Santa Fe, Eldorado Hotel & Spa and Hotel Chimayo de Santa Fe are located in Santa Fe, NM; Hotel Encanto de Las Cruces is located in Las Cruces, NM; and Palacio de Marquesa is located in Taos, NM. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 1,500 jobs in NM. You can find Heritage on Twitter at @HeritageHtIs or on Facebook at [Facebook.com/HeritageHotelsandResorts](https://www.facebook.com/HeritageHotelsandResorts) or at [www.hhandr.com](http://www.hhandr.com)

### **About Virgin Galactic**

Virgin Galactic, owned by Sir Richard Branson's Virgin Group and aabar Investments PJS, is on track to be the world's first commercial spaceline. To date, the company has accepted more than \$70 million in deposits from approximately 580 individuals, which is approximately 10% more than the total number of people who have ever gone to space. The new spaceship (SpaceShipTwo, VSS Enterprise) and carrier craft (WhiteKnightTwo, VMS Eve) have both been developed for Virgin Galactic's vehicle fleet by Mojave-based Scaled Composites. Founded by Burt Rutan, Scaled developed SpaceShipOne, which in 2004 claimed the \$10 million Ansari X Prize as the world's first privately developed manned spacecraft. Virgin Galactic's new vehicles, which will be manufactured by Virgin Galactic in Mojave, Calif., share much of the same basic design, but are being built to carry six customers, or the equivalent scientific research payload, on space flights. The vehicles will allow an out-of-the-seat, zero-gravity experience with astounding views of the planet from the black sky of space for tourist astronauts and a unique microgravity platform for researchers. The VSS Enterprise and VMS Eve test flight program is well under way, leading to Virgin Galactic commercial operations, which will be based at Spaceport America in New Mexico.

### **About Spaceport America**

Spaceport America is the first purpose-built commercial spaceport in the world. The launch complex, situated on 18,000 acres adjacent to the U.S. Army White Sands Missile

Range in southern New Mexico, has been providing commercial vertical launch services since 2006. Spaceport America has hosted 20 vertical launches thus far. The New Mexico Spaceport Authority continues to work closely with tenants Virgin Galactic and SpaceX, along with other flight customers in support of the commercial space industry. For more information, please visit: [www.spaceportamerica.com](http://www.spaceportamerica.com). Images and HD video of Spaceport America can be found by visiting: [www.spaceportamerica.com/press-center/](http://www.spaceportamerica.com/press-center/). Tours of Spaceport America are available: [www.spaceportamerica.com/plan-a-visit/preview-tours/](http://www.spaceportamerica.com/plan-a-visit/preview-tours/). Find Spaceport America on Facebook or follow us on Twitter: @Spaceport\_NM