



ITHAKA | HOSPITALITY PARTNERS

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Ithaka Hospitality Partners Property The Hotel at Auburn University Receives Southeast Tourism Society 2020 Shining Example Award

AUBURN, AL – The Southeast Tourism Society (STS) has awarded The Hotel at Auburn University the 2020 Shining Example Award – Best Lodging Partner at their annual convention in Little Rock, Arkansas, on Feb. 11, 2020.

This award recognizes a lodging partner that “supports their community above and beyond their four walls.” The Hotel at Auburn University was nominated by Auburn Opelika Tourism in appreciation for the organization’s commitment to the community. 2020 marks the inaugural year for this award, and the Hotel was selected as the top facility in all 13 southern states.

“The Hotel at Auburn University has always been an integral partner to us and has always gone above and beyond for the community,” said Robyn Bridges, Auburn Opelika Tourism Vice President. “They lead by example and are setting the standard for lodging here in Auburn-Opelika.

“The Hotel’s philanthropic endeavors are numerous and include work with Storybook Farm, their partnership in the Auburn University Hospitality Management Program to help educate the future leaders of the industry, the Food Bank of East Alabama, the Women’s Philanthropy Board, serving the annual Thanksgiving meal and 9/11 anniversary meal for first responders and annual Veteran’s Day breakfast. Additionally, the Hotel rises to the occasion when tragedy and disasters have struck our area, including during the deadly 2019 tornadoes that struck Beauregard and when Hurricane Dorian threatened our area in August.”

Hans van der Reijden, Ithaka founder and CEO, and Todd Scholl, Ithaka Managing Partner of sales and marketing, were in attendance at the event to accept the award.

“We are humbled and honored,” said van der Reijden. “We love this community and are proud to use our talents and gifts in ways that give back. We not only feel we are the ‘front door to Auburn,’ but your next door neighbor as well. I’d like to thank Auburn Opelika Tourism for their nomination and the Southeast Tourism Society for this award. I would also like to thank Auburn University for their endless support.”

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STS, founded in 1983 and headquartered in Atlanta, Ga., is a non-profit organization dedicated to promoting tourism to and within 13 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and the District of Columbia.

For more information, contact Todd Scholl, Managing Partner, Sales and Marketing, Ithaka Hospitality Partners: todd.scholl@ithakahp.com.

The Hotel at Auburn University and Dixon Conference Center, located just a short walk from downtown Auburn and Auburn University, is a AAA four-diamond facility boasting 236 guestrooms and suites, as well as 27,000 square feet of newly renovated meeting and event space. Additionally, the Hotel is located adjacent to the new South College parking deck.

Ithaka Hospitality Partners is a hospitality management company, focused on all aspects of hotel management as well as special event and catering management. Ithaka consults with properties to deliver strategic and tactical methods to achieve overall profitability, guest satisfaction and employee engagement. Additionally, Ithaka works with the Hospitality Management Program at Auburn University to educate students in the classroom by partnering with faculty in a variety of competencies within the Hospitality Management Program. For additional information, visit www.ithakahp.com.

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