

The
**GRAND
AMERICA**
Hotel

**A Trip To Europe
Just West of The Rockies**

SALT LAKE CITY--In the heart of downtown Salt Lake City, beneath the gaze of the Rocky Mountains, is an elegant slice of Europe. Despite its name, the arresting Grand America Hotel is a mosaic of European art and architecture, old world craftsmanship, and intriguing stories that have come overseas to rest in the city's only 5-diamond hotel. To stay at the Grand America is to tour Europe, minus the jetlag and Euro.

With visits to Europe declining due to the value of the dollar and fear of terrorism, many Yankees are hankering for an immersion into something European—something other than a fine pair of Milan-made heels or Parisian-brewed perfume. They can now find it in this most unexpected of places, thousands of miles west of the Eiffel Tower, in a city best known for the 2002 Winter Olympics and world-class skiing. (Salt Lake City's own "Alps" offer seven resorts, all within a 35-minute drive.)

When Earl Holding set out to build The Grand America, he knew that he wanted to instill his love for European art and architecture into creating one of the finest hotels in the world. With more than 20 trips to Europe within two years, Holding scrupulously added the details that would re-create a bit of Europe in the States' Mountainwest.

The entire 24-story hotel is covered by 450,000 square feet of Bethel White granite, all of it cut, honed, and polished in San Sebastian, Spain. The hotel's arched windows, keystones, and cupolas are reminiscent of the historic styles of European architecture.

At the heart of the hotel is a refuge of fresh air; the only sign of the world beyond are the white-capped peaks. The courtyard's symmetry and décor—fountains, a reflection pool, statues, walkways and patterned gardens--echo the grand palaces of royalty long ago.

A Story About *Tradizione*

In the hotel's east wing, a glance into the Grand Ballroom reveals an elegant meeting room that makes up just 24,000 sq. ft. of the hotel's 74,000 sq. ft. of meeting space. Inside, the light dances off of the thousands of crystals on six massive chandeliers. All of the hotel's 52 chandeliers were handmade in Murano, Italy by the Moscatelli family, but these six were made in the historic Louis XV style. The French created this style during King Louis XV reign from 1710-1774. The large French pendant crystals hanging from these chandeliers were made in the 1930s; during WWII they were secretly stashed away in the dungeons of a castle outside Milan to protect them from bombing and from falling into the hands of the Nazis. Hand-cut crystals of this size and shape are no longer made, as rare are the large antique Bohemian crystal balls that hang from the bottom center of each chandelier.

All this chandelier gazing can result in a stiff neck and a sore back—but then the hotel has a remedy for that—a Swedish massage at the Grand Spa.

In the corridors leading to the hotels 775 rooms and suites, artwork reminiscent of another time and place can be found, such as the antique copper engravings, the "Ten Views of Versailles," or the 1843 hand-color lithographs of Venice.

At last the tour comes to an end, in a guestroom that displays both luxury and old-world craftsmanship: Italian silk comforters and upholsteries; Richelieu cherry-wood