



Greenwood Hospitality, an affiliate of Hotel Equities, Unveils its Newest Hotel in Downtown Fredericksburg: The Publisher, a Tribute Portfolio Hotel

Fredericksburg, VA - July 22, 2024 – Greenwood Hospitality announced the opening of The Publisher, a Tribute Portfolio Hotel, located in Fredericksburg, a town deeply-rooted in American history.

The Publisher Hotel joins Marriott Bonvoy’s Tribute Portfolio, a growing family of global hotels that are drawn together by their passion for captivating design, sincere service, and vibrant social spaces, made for guests and locals alike.

Built and owned by Fredericksburg-based Vakos Companies, The Publisher Hotel is a beacon of modern storytelling and a keepsake of downtown Fredericksburg. Having officially opened its doors on July 18th, 2024, the hotel now stands nearby the home of George Washington’s mother, Mary Washington, and the Lewis/Washington family farm.

Inspired by the legacy of the city’s oldest newspaper and the site’s last occupant, *The Free Lance Star*, The Publisher is more than a place to stay; it embodies Fredericksburg’s vibrant history where guests can uncover fascinating stories and share them in their unique way. The Publisher is the community’s new central connector, inviting travelers from around the world to write their chapters among the town’s captivating stories.

“Fredericksburg is more than a destination; it’s a tapestry of tales waiting to be unveiled. The Publisher Hotel represents the essence of the community’s spirit while celebrating the decorated history of the city’s past,” said Collin Vakos, Fredericksburg native and developer of the 98-room historic property. “We are delighted to invite the world to experience the warmth of our great city’s hospitality and become part of its ongoing story.”

Guests at The Publisher can expect an upscale and accommodating hospitality experience, featuring a striking first impression within the sophisticated lobby, a locally-inspired destination bar and restaurant from a decorated restaurateur, flexible reception space, and restorative room accommodations that emanate a contemporary, classy cool vibe. The hotel’s design aesthetic is thoughtfully-inspired by Fredericksburg’s patriotic past with bold contrasts and locally-sourced art.

“Like any good story, a stay at The Publisher will always leave you wanting more. Its unexpected aesthetic will not only captivate guests, but also stimulate inspiration to

create and share stories that have never been told,” said Vakos. “To us, The Publisher is more than a hotel; it’s a living story waiting to be shared with generations to come.”

As a newly minted member of the Tribute Portfolio, The Publisher participates in Marriott Bonvoy – the award-winning travel program from Marriott International – allowing members to earn and redeem points for their stay at the new hotel, and at other hotels and resorts across Marriott Bonvoy’s extraordinary portfolio of brands.

To learn more about The Publisher Hotel, please visit [Marriott.com/rictx](https://www.marriott.com/rictx) and follow on Instagram at @ThePublisherHotel.

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About The Publisher Hotel, a Tribute Portfolio hotel

Located on the same site as the once-daily Fredericksburg newspaper, *The Free Lance Star*, The Publisher Hotel features 98 dignified penthouse suites and guest rooms, offering guests a historically rich destination to stay, connect, and uncover the next generation of stories in Fredericksburg. The Publisher features a comfortable yet sophisticated experience while welcoming influence from the legacy, offering travelers 2,000 square feet of tastefully contemporary indoor event space and a destination bar and restaurant that is set to be announced prior to the hotel’s spring opening at 711 William St., Fredericksburg, VA 22407. For more information, please visit [Marriott.com/rictx](https://www.marriott.com/rictx) or call (540) 370-7233.

About Tribute Portfolio®

Tribute Portfolio is a growing global family of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. With nearly 120 hotels in more than 25 countries and territories around the world, Tribute Portfolio has struck a chord with those who seek out independent experiences and crave a connection with the community when traveling. From boutique resorts like Ermita in Cartagena and urban hotels such as The Vagabond Club in Singapore; to hotels in indie-spirited locales like Bellyard in Atlanta and Hotel Riomar in Ibiza, each Tribute Portfolio hotel celebrates its individuality, offering travelers a fresh, often colorful, perspective. For more information, please visit www.tributeportfolio.com and stay connected on [Instagram](#), [X](#), and [Facebook](#).

About Greenwood Hospitality

Greenwood Hospitality Group, powered by Hotel Equities, strives to be the industry leader among hotel investment and management companies by delivering extraordinary service and superior returns to their investors and hotel owners. Greenwood provides acquisition, repositioning, and management services for lifestyle and full-service upscale hotels. The firm was launched by hospitality industry veterans Tom Conran, Aik Hong Tan, and Bill Kohl. Now in its 15th year, Greenwood is consistently recognized for its partnership and industry excellence. Sustained success has been achieved through the application of resources and individual attention each client receives.

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Link to images [HERE](#).

Photo Credit: The Publisher Hotel