



Independent Collection Hotels

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For Immediate Release

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The Independent Collection Celebrates the Second Anniversary of IC Local with the addition of new hotels, new perks, and the launch of a Summer Sweepstakes

IC Local, the Independent Collection's perks program, turns two on July 1 and has just added four new hotels and new member perks for all new and existing members. The Discover Summer Sweepstakes launches on July 1.

PHILADELPHIA (June 27, 2017) – IC Local, the Independent Collection's perks program, celebrates its second anniversary on July 1, 2017 and, on the precipice of that milestone, have added four new hotels to their program—raising the number of hotels to ten, adding additional perks for new and existing members, and will launch the Discover Summer Sweepstakes on July 1, where members can win a two-night stay at any IC Local member hotel in celebration of the program's second Anniversary.

"Since launch, the program has grown from 2,400 members at the launch of the program to over 20,000 members and revenue has grown from 2% to over 15% of total revenue. With more hotels being added to the program, even more growth is on the horizon," said HHM Independent Hotel Portfolio Corporate Director Erin Fitzharris. "As we created the program completely on our own, IC Local has been a great learning experience and now success story for us."

Beginning on June 15, 2017, IC Local members can now enjoy a local welcome gift upon arrival while able to earn and redeem points for stays at the following Independent Collection hotels:

- The Ambrose Hotel, Santa Monica, CA
- Freepoint Hotel, Cambridge, MA
- Parrot Key Resort, Key West, FL
- The St. Gregory Hotel, Washington D.C.

IC Local members will be able to take advantage of new perks from Independent Collections partners including:

- Harry's Shave Kits: 20% off first purchase from Harrys.com
- La Colombe Coffee Roasters: 15% off first purchase on Lacolombe.com
- L'Occitane en Provence: 15% off first purchase on loccitane.com

Starting July 1, all IC Local members will be entered to win a two night stay at any participating IC hotel when they stay at any IC Local member hotel this summer from July 1 - September 4, 2017 as part of the Discover Summer Sweepstakes. One lucky winner will win a two-night stay and VIP amenities from IC Local partners. Grand Prize winner will be announced on September 15, 2017.

Celebrating travel, the uniqueness of independent hotels and the sense of discovery that comes with finding that great neighborhood spot, IC Local (iclocalrewards.com) is a points-based perks program that rewards members with a local welcome gift personalized to their preferences during every single stay. Points can be redeemed for credit to use toward room nights or merchandise from select partners of the Independent Collection. There are no blackout dates or restrictions on redemptions.

In addition to these program enhancements, IC Local has also made signing up a little easier for potential members. Now, in order to sign-up, only first name, last name and email address are required. In order to get personalized amenities though, one of the program's top perks, it's recommended that members provide the platform with more detailed information.

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About HHM: HHM, formerly known as Hersha Hospitality Management, operates nearly 130 hotels across the United States. It provides turnkey hotel management, asset management and receivership for properties with leading 4 brand affiliations through Marriott, Hilton, Hyatt and Intercontinental Hotel Group. HHM also operates 28 independent hotels ranging from The Rittenhouse Hotel, a Forbes Four-Star property in Philadelphia, to the Larkspur Landing hotels, all-suite extended stay properties in Northern California and the Pacific Northwest. Its highly experienced team is accustomed to serving as a fiduciary to publicly traded companies, joint ventures, institutional real estate owners and private investors. Additional information on HHM can be found at hhmhospitality.com.

About Independent Collection Hotels: The IC is a growing collection of cultivated lifestyle hotels located in unique residential neighborhoods of gateway cities across the US. Founded in New York, first in Tribeca and then in Brooklyn, it has grown to Philadelphia's Midtown Village, Boston's West End and Cambridge, Washington's Capitol Hill and Dupont Circle, down to South Florida in Miami's South Beach and Key West, and west to Santa Barbara and Santa Monica across the last five years. This distinctive hotel concept is renowned for its simple sophistication, authentic connection to local communities and personalized service. Independent Collection hotels are created for the independently minded traveler and invite guests to experience the true spirit of the city. For more information on Independent Collection, please visit www.independentcollection.com.