

IN-STORE

Trump Hotels schedules Washington opening for campaign season

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Trump International Hotel, Washington

By STAFF REPORTS

Trump Hotels' Washington property is slated to open this September, two years ahead of schedule.

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Housed in the Old Post Office building, this project is the result of an agreement with the U.S. government's General Services Administration, which owns the building and had set a deadline for the project's completion in August 2018, but hard work and a collaboration with the GSA has moved up the hotel's debut. This opening means the hotel will open mere months ahead of the presidential election, when all eyes will be on Washington and there are likely to be travel plans to the capital city.

Planning ahead

Members of congress worked for more than a decade to get legislation passed surrounding the project.

Back in 2012, Trump won out over other potential developers, securing the 19th century property for a planned \$200 million renovation. In the renovation, Trump restored historical features such as stonework and paneling, while adding features for modern travelers, such as technology.

Featuring 263 guest rooms and suites, the hotel is located on Pennsylvania Avenue, down the street from the White House. The hotel's 35 suites include the 6,300-square-foot Trump Townhouse, complete with a private entrance.



Rendering of guest room at Trump International Hotel, Washington

The 13,200-square-foot Presidential Ballroom will be the biggest luxury ballroom in Washington.

Despite setbacks, including some controversy and picketing outside the hotel surrounding Trump Hotel chairman Donald Trump's presidential run ([see story](#)), the hotel is set to open in September. This was ahead of the most recent estimate in the industry of an opening later this year, according to the [Wall Street Journal](#).

The hotel group is taking advantage of the election timing for its marketing efforts surrounding the opening.

Trump Hotel Collection is capitalizing on the excitement surrounding the presidential election with a unique bidding initiative coinciding with the Trump International Hotel's Washington debut.

The brand worked with Forward Market Media to let politically passionate consumers bid on rooms for the week of the presidential inauguration Jan. 20, 2017. To add another element of excitement to the campaign, winning bids are legitimate only if the right candidate is predicted ([see story](#)).

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