November 30, 2022
Followers: 147,000

https://www.instagram.com/p/ClkBh2iuHHF/?hl=en
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November 30, 2022
Followers: 8,586

https://www.instagram.com/p/ClitcJO4_G/?hl=en
November 29, 2022
Followers: 2,022

https://www.instagram.com/p/ClkLC3FNL4A/?utm_source=ig_web_copy_link
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November 29, 2022
Reach: 160,572


The Driskill Outreach Update

Where to Partake in Festive Holiday Dining and Drinking Experiences in Austin

The Driskill Hotel
604 Brazos Street, Downtown
The historic hotel’s very tall Christmas tree will be lit on Thursday, December 1 at 6 p.m. There will be a gingerbread village decorated by patients of the Dell Children’s Hospital and the hotel staff. The bar is serving up pumpkin spice martinis and the Nutcracker drink, and the bakery is offering tea services. And then there’s the annual cookie sale, where profits will go towards the Statesman’s Season for Caring Initiative, with pickups on Wednesday, December 14. Everything will stay up until the end of the month.
November 28, 2022
Reach: N/A

https://giantnoise.box.com/s/j0hh5r32em5hmcu5alcrtx5a7fqlvko

I always try to make a point to visit the Driskill Hotel this time of year to gawk at the 16-foot Douglas fir they decorate in the lobby for the month of December. There’s also typically some sort of mind-bogglingly massive gingerbread house—and this year it’s actually an entire village decorated by children at Dell Children’s Hospital! Try one of their new pumpkin spice martinis and order a cookie tin—proceeds benefit the Statesman’s Season for Caring initiative, which helps families in need pay for utilities, groceries, medical care, and more. Clear here for more information on the Driskill’s holiday events.
November 28, 2022
Reach: 36,000

https://atxtoday.6amcity.com/winter-events-guide-austin-tx

WINTER EVENTS HAPPENING IN AND AROUND AUSTIN, TX

Get your fuzzy socks and hot cocoa ready, Austin. From light displays to holiday performances and festive parties, winter is just around the corner for the Capital City.

Gather the family and friends and celebrate what makes the holiday season special with this guide featuring 39 winter events happening between December and February.

Driskill Grand Lobby Tree Lighting | Thursday, Dec. 1 | 6 p.m. | The Driskill Hotel, 604 Brazos St., Austin | Free | In addition to the tree lighting ceremony, the historic hotel will offer cocktails and live music.
December 2022 Issue
Circulation: 5.3M

https://giantnoise.box.com/s/osnpeutx4crazmbioxtlj2tq2k7r0ll7
RECENT PRESS HIGHLIGHTS

November 23, 2022
Reach: 124,531


Hill Country Is Redefining Texan Hospitality

TEXAS IS KNOWN for being bigger, louder, and more boisterous than perhaps any other place in the United States. And right in the center of the nation’s second-largest state, in the heart of Texas Hill Country, residents are creating an oasis of wineries and distilleries.

Like many great journeys in Texas, my Hill Country trip started in Austin. The city’s hotel scene boasts a range of options, from the luxurious, wellness-driven Miraval Austin Resort & Spa to the LINE Austin, a sleek contemporary boutique hotel. A historical-site enthusiast, I decided to enjoy a restorative evening at the Driskill Hotel, which has been a fixture of the city’s downtown for more than 100 years. On Friday morning, Jennifer and I walked a few blocks to experience breakfast at The Grey Market, the fast-casual Austin extension of Mashama Bailey and John O. Morisano’s The Grey restaurant in Savannah, Georgia. It’s part marketplace — filled with local treats and trinkets like Native Texan picklers and books from Black, Southern chefs — and part diner. I enjoyed a gently spiced hash and eggs to start the day, while Jennifer chose the Low Country Breakfast of grits, eggs, and bacon. Then, with more than 150 miles of driving ahead of us, we decided lunch would be road-trip tacos from Veracruz All Natural, an exceptional taco truck owned by sisters Reyna and Maritza Vazquez. We grabbed our brown bag filled with fish and nixtas tacos and set our sights on our first major stop: Desert Door Distillery.
November 22, 2022
Reach: 79,349


'tis the season

50 Fun Ways to Celebrate the Holidays in Austin

Ready for the most wonderful time of the year? Here's the ultimate guide to celebrating Christmas in the capital city.

9 / Kick off the last month of the year with a tree lighting event at the iconic Driskill Hotel, accompanied with holiday music performances (Dec. 1).
Texas French Bread’s BBQ Epiphany, Little Ola’s Stylish Turkeyday Switch, Getting a L’ILHIGH With Good Work Austin, Falling Into La Condesa, Desert Door at the Driskill, and More

And let’s see – what else, what else? Cornne’s Black Friday Brunch is precisely what you need to fuel your annual program of retail therapy and Desert Door’s amazing sotol will be showcased at the Driskill Hotel’s Great Texas Dinner on Wed., Nov. 30... our estimable Culture editor Richard Whittaker reviews The Menu with that new film’s director and producer... and Jessi Cape flips the script of invasive culture as if it were a vile flakpack, providing a seasonally appropriate look at Native American-inspired dishes... and A. Richmond offers a heaping scoop of TIL regarding indigenous agriculture.
November 21, 2022
Reach: 537,810


Holiday Happenings At The Driskill Hotel

This holiday season at The Driskill, locals can check out a 16-foot Christmas tree in the lobby, sip on a Pumpkin Spice Martini or The Nutcracker cocktail in the famous Driskill Bar or support a local cookie swap for a good cause.

The Driskill is excited to present several happenings to bring cheer to the community this holiday season. Every corner of the hotel has transformed for the holidays and every space being decked out with festive lights and decorations - from the famous Driskill Bar to the grand staircase and the 16-foot Douglas fir Christmas tree in the lobby. Visitors can expect philanthropic cookie swaps to holiday cocktails as the iconic hotel offers Austinites an opportunity to participate in festive traditions dating back to its opening in 1886.

The Driskill will kick off its favorite season with a ceremonial Tree Lighting, accompanied by live music and cocktails, on December 1 at 6 p.m. Locals are invited to stop by the hotel anytime in December to enjoy the Texan Christmas ambiance and a signature 16-foot Christmas tree in the lobby.

A gingerbread village, which has been decorated by the children at Dell Children’s hospital and hotel staff, will be visible on the property. A tradition of over 50 years, Cookies for Caring also continues the legacy of The Driskill’s beloved and charitable bake sales. While originally organized to save the hotel from demolition in 1969, all profits from the cookie sale now contribute to the Austin-American Statesman Season for Caring initiative. This program helps families in need pay for utilities, medical and dental care, groceries, and other essentials, and funds higher education and training to achieve self-sufficiency. Locals can purchase cookie tins here from now until the pick-up event on Wednesday, December 14 from 3 to 6 p.m.

The famous Driskill Bar will welcome two holiday cocktail specials to celebrate the seasons - a Pumpkin Spice Martini and The Nutcracker. Patrons can sip at the bar and enjoy live music every night. Afternoon Tea, the long-standing tradition of three courses of classic French favorites from Chef Mark Dayanan and with bottomless tea, has extended dates to feature special holiday flavors.

Link to book at 1886 Café & Bakery.
November 21, 2022
Followers: 45,400

https://www.instagram.com/p/ClOt
CHWuiQG/?igshid=NDk5N2N1ZiQ%3D

The ceremony is free and open to the public. Austinites can also visit the hotel anytime in December to enjoy the Team Christmas ambiance and 16 ft. Christmas tree in the lobby.

Located on the corner of 6th Street and Brazos Street, the Driskill makes our list of Best Hotels in Austin. Visit the link in our bio to see the full list.
RECENT PRESS HIGHLIGHTS

November 11, 2022
Reach: 283,309

https://www.austintexas.org/austin-insider-blog/post/thanksgiving-austin/

Where to Have Thanksgiving Dinner in Austin

If you’re planning to spend Thanksgiving in Austin, let our award-winning chefs minimize your time in the kitchen and dine in or order in from these local restaurants. Find Austin restaurants that are open on Thanksgiving, plus great places to order Thanksgiving meals to take home.

The Driskill Hotel
For Thanksgiving, the historic Driskill Hotel is offering a 10-inch homemade apple pear pie or a 12-inch Texas pecan pie from their 1886 Cafe & Bakery. Pie pickup is either Tuesday, November 22 or Wednesday, November 23 from 7 a.m. to 2 p.m.
Pre-order online: exploretock.com
TRIBEZA
Thanksgiving in Austin: Where to Find Your Holiday Feast

Some of our favorite Austin restaurants are here to make life a little bit easier this holiday season. Instead of cooking a larger-than-life feast fully from scratch, take advantage of the many tasty offerings being served around town. From in-person dinners to take-out main dishes, sides and sweets, these eateries have you covered this Thanksgiving.

Don’t forget dessert! Wrap up Thanksgiving day with one of these sweet treats:

1. The Driskill: Pastry Chef Kristen Groth’s Apple Pear and Texas Pecan Pies
Where to Order Thanksgiving Pies in Austin

1886 Cafe & Bakery
601 Brazos Street, Downtown
The Driskill Hotel’s restaurant is offering two Thanksgiving pies this holiday season. There’s the apple-pear ($7.5) and the Texas pecan ($7.0).
Deadline: None noted.
Pickup Dates: Tuesday and Wednesday, November 23 and 23
How to Book: Order online.

RECENT PRESS HIGHLIGHTS

November 8, 2022
Reach: 160,572

https://austin.eater.com/maps/best-cocktail-bars-austin

17 Essential Austin Cocktail Bars
Where to enjoy expertly crafted drinks in the city

Bars are important to Austin, where drinking is a time-honored ritual. The city overflows with bars, so it's important to pay respect to the city's essential cocktail bars, where well-crafted drinks come first.

Here are the best bars that hold the craft of the cocktail in utmost respect, where bartenders pay dedicated attention to building excellent drinks. There is the longtime classy spot the Driskill, knowledgeable bars including Roosevelt Room, the need-to-know space of Small Victory, and welcoming neighborhood spot Nickel City, among others. Sit back, sip, and enjoy.

While, yes, a majority of these cocktail bars are found in/near downtown Austin, the city has way more boozy options. Navigate newer bar offerings with the cocktail heatmap, versatile bars for every drink preference, iconic dive bars, great restaurant bars, and speakeasies.

The Driskill Bar

The mezzanine lounge of historic downtown Austin hotel offers a sense of history and class with its many nooks and crannies to explore. It is the place to dress up and feel fancy with solidly classic drinks. There is indoor service only.
RECENT PRESS HIGHLIGHTS

November 6, 2022
Reach: 224,676

https://familyvacationist.com/best-hotels-for-christmas/

10 Best Hotels and Resorts for Festive Christmas Getaways This Year

6. The Driskill
Austin, Texas

Austin’s The Driskill has been welcoming guests to the city’s downtown since 1886. This holiday season, the hotel will start decking the halls for Christmas with a tree lighting ceremony accompanied by live music and cocktails on December 1. The 16-foot tree keeps the lobby jolly and bright all season long, and kids will love mixing and mingling around the lobby’s gingerbread village, decorated by the children at Dell Children’s Hospital and the hotel staff.

LONESTAR STATE: 9 Best Family Resorts in Texas with Kid-Friendly Amenities

Over the holidays, the hotel’s famous Afternoon Tea service gets new seasonal flavors paired with bottomless tea. As night falls, adults can head to the Driskill Bar for seasonal cocktails and live music.
November 6, 2022
Reach: 64,900

https://www.atasteofkoko.com/visit-austin/7-best-spots-for-high-tea-in-austin

A TASTE OF KOKO

7 Best Spots For High Tea In Austin

THE DRISKILL

The Driskill’s Afternoon Tea is the perfect downtown Austin setting for any occasion. Whether you’re celebrating an event with family or friends or catching up over tea and scones during your free time at work break, this experience will leave both guests leaving feeling like royalty!

A three-course menu includes selections such as French pastries (including macarons), petit fours, plus delectable finger prepared by some of Austin’s best pastry chefs. Stay beyond the tea and explore the historic downtown hotel.

604 Brazos St, Austin, TX 78701
driskihotel.com
November 2, 2022
Reach: 373,356

https://do512.com/p/coziest-bars-in-austin

The Driskill Hotel Bar
604 Brazos St

The Driskill was designed to be a spectacular hotel to steal yourself away from the world back in 1886, and it remains one still today. The fact that it's *supposedly haunted* kind of means that it's so cozy that people want to keep hanging out here even in the afterlife!
RECENT PRESS HIGHLIGHTS

November 2, 2022
Reach: 90,000


Best Places to Celebrate Christmas in Texas

The Driskill

The Driskill goes all out for the holidays, an especially magical time at the hotel. There's an abundance of festive cocktails and dishes, and it's a can't-miss destination for holiday decor. Each space is thoughtfully decked out with festive lights and decorations, from the famous Driskill Bar to the grand staircase and the 16-foot Douglas Fir tree in the lobby.

The hotel's Afternoon Tea during the cooler months is a must. This long-standing tradition features three courses of classic French favorites from Chef Mark Dayanandan, along with bottomless tea, featuring special holiday flavors.

In the spirit of giving back, The Driskill has multiple partnerships with nonprofits all season long, including a gingerbread village, which is decorated by the children of Dell Children's Hospital and hotel staff, and the annual 'Cookies for Caring' event (a traditional holiday cookie swap featuring restaurants and bakeries around town) that benefits local Austin families in need.
RECENT PRESS HIGHLIGHTS

November 2, 2022
Followers: 389,000

https://www.instagram.com/p/Ckd1DPEuW2Y/?hl=en
Giant Noise continues to pitch writers and influencers with local, regional and national outlets on The Driskill and position the hotel as a legendary destination in Texas. We highlight different angles of storytelling including the hotel's deep history, unique hotel packages, festive holiday offerings, tours and services, and pitch gatekeeping editors for hotel awards. Additionally, we are working to suggest and coordinate local partnership opportunities and one-of-a-kind activations, and working announcing exciting new additions to the Driskill leadership team.