

PRESS COVERAGE HIGHLIGHTS



THE DRISKILL  
AUSTIN, TEXAS

NOVEMBER 2022

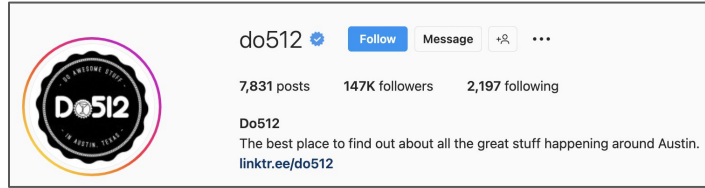





## RECENT PRESS HIGHLIGHTS

**November 30, 2022**

Followers: 147,000

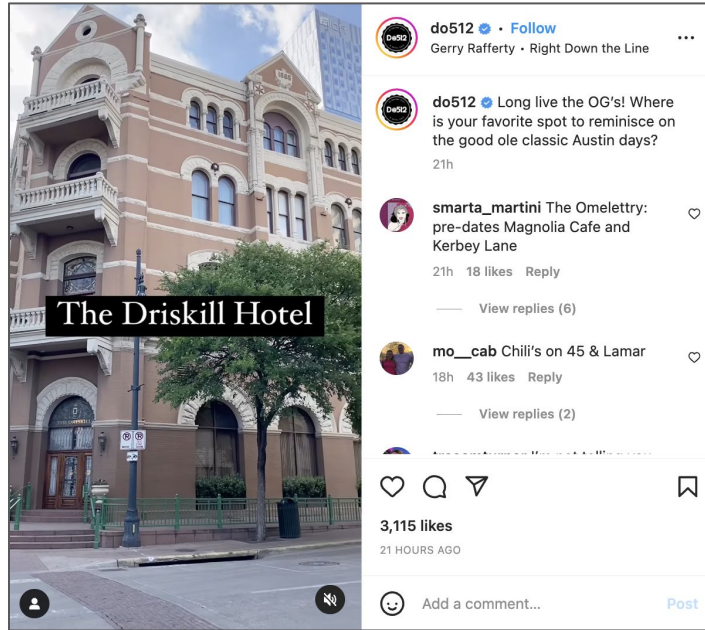
<https://www.instagram.com/p/CIkAh2iuHHF/?hl=en>






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7,831 posts   147K followers   2,197 following


**Do512**  
The best place to find out about all the great stuff happening around Austin.  
[linktr.ee/do512](https://linktr.ee/do512)





  
**The Driskill Hotel**



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Gerry Rafferty · Right Down the Line





do512  Long live the OG's! Where is your favorite spot to reminisce on the good ole classic Austin days?  
21h

smarta\_martini  The Omelettry: pre-dates Magnolia Cafe and Kerbey Lane   
21h   18 likes   Reply


— View replies (6)

mo\_\_cab  Chili's on 45 & Lamar   
18h   43 likes   Reply

— View replies (2)

**3,115 likes**  
21 HOURS AGO

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## RECENT PRESS HIGHLIGHTS

November 30, 2022

Followers: 8,586

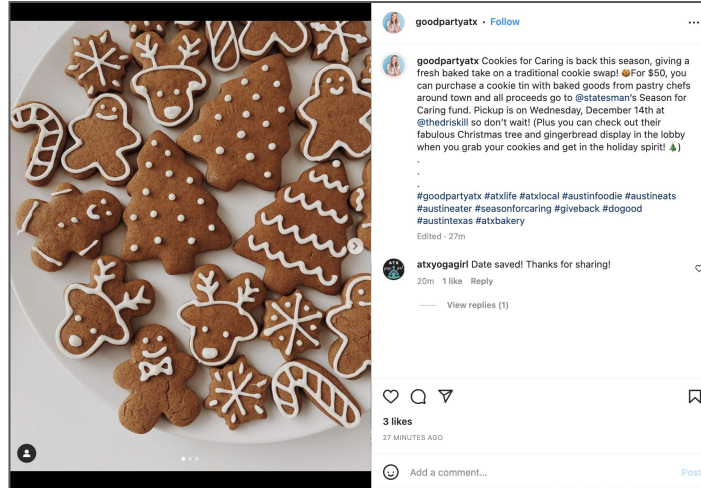
[https://www.instagram.com/p/ClItcJLO4\\_G/?hl=en](https://www.instagram.com/p/ClItcJLO4_G/?hl=en)



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1,522 posts 8,586 followers 2,288 following

Good Party™  
Media  
Events that give back + Austin life ⚡  
Helping people & brands party with purpose 🙌  
Watch us Fridays on CBS 📺  
Creators of @luckydogtarot 🐕  
[linktr.ee/goodparty](http://linktr.ee/goodparty)



goodpartyatx • [Follow](#) [...](#)

goodpartyatx Cookies for Caring is back this season, giving a fresh baked take on a traditional cookie swap! 🍪 For \$50, you can purchase a cookie tin with baked goods from pastry chefs around town and all proceeds go to @statesman's Season for Caring fund. Pickup is on Wednesday, December 14th at @thedrskill so don't wait! (Plus you can check out their fabulous Christmas tree and gingerbread display in the lobby when you grab your cookies and get in the holiday spirit! 🎄)

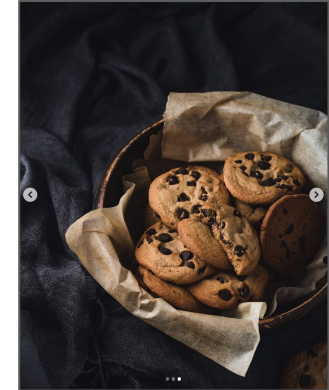
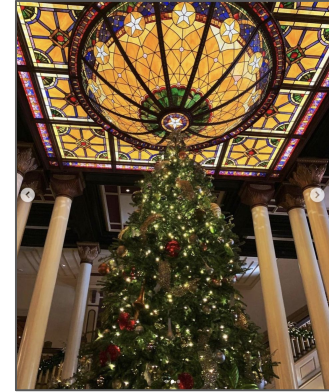
#goodpartyatx #atxlife #atxlocal #austinfoodie #austineats #austineater #seasonforcaaring #giveback #dogood #austintexas #atxbakery

Edited - 27m

atxyogagirl Date saved! Thanks for sharing!  
20m 1 like Reply  
[View replies \(1\)](#)

3 likes  
27 MINUTES AGO

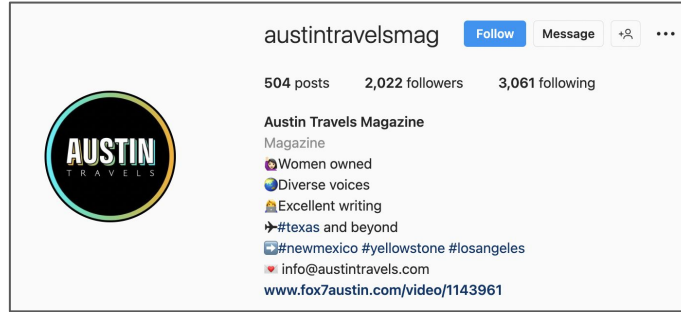
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## RECENT PRESS HIGHLIGHTS

**November 29, 2022**  
Followers: 2,022

[https://www.instagram.com/p/CIKL33FNL4A/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CIKL33FNL4A/?utm_source=ig_web_copy_link)



austintravelsmag [Follow](#) [Message](#) [+](#) [...](#)

504 posts 2,022 followers 3,061 following

**Austin Travels Magazine**  
Magazine

- 👩 Women owned
- 🗣️ Diverse voices
- 📖 Excellent writing
- 📍 #texas and beyond
- 📱 #newmexico #yellowstone #losangeles
- ✉️ info@austintravels.com
- 🌐 www.fox7austin.com/video/1143961



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The Driskill

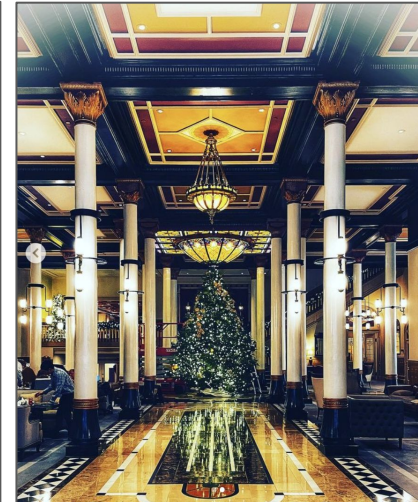
austintravelsmag When our co-founder @maurielbel checked in to @thedriskill last week, the stunning 16-foot (real!) Christmas tree was just getting trimmed and decorated, filling the historic hotel with piney aromas and holiday cheer. The Driskill's traditional tree lighting ceremony takes place on December 1, but the towering tree makes a festive photo op throughout the month. If you're dreaming of a #staycation in history, look out for her story coming soon in @austintravelsmag! 📸

#austintravels #travel #staycation #historichotels #atx #driskill #driskilltraditions #holidays

Edited · 20h

45 likes  
20 HOURS AGO

Add a comment... [Post](#)



## RECENT PRESS HIGHLIGHTS

**November 29, 2022**

Reach: 160,572

<https://austin.eater.com/23483040/best-holiday-specials-austin-christmas-food-drink-trees-restaurants>

# EATER

AUSTIN

## 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.



The Driskill's Christmas tree. | The Driskill

## RECENT PRESS HIGHLIGHTS

**November 28, 2022**

Reach: N/A

<https://giantnoise.box.com/s/i0hh5r32em5hmcu5alcrtx5a7fqjyvko>

THE LOCAL  
**palate**

**The holidays are here!**



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-go; proceeds benefit the Stateman's Season for Caring initiative, which helps families in need pay of utilities, groceries, medical care, and more. [Clear here](#) for more information on the Driskill's holiday events.

## RECENT PRESS HIGHLIGHTS

**November 28, 2022**

Reach: 36,000

<https://atxtoday.com/city.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.



CELEBRATE THE HOLIDAYS AT THE HISTORIC DOWNTOWN DRISKILL HOTEL.  
PHOTO BY ATXTODAY

# RECENT PRESS HIGHLIGHTS

## December 2022 Issue

Circulation: 5.3M

<https://giantnoise.box.com/s/osnpeutx4crazmbioxt1j2tq2k7r0l17>



PHOTOS BY SARA KEMAR. PHOTOGRAPHY BY PALACE 648

DIARY

# Spiced, Pickled, and Distilled

In the Texas Hill Country, a dynamic new food scene emerges.

TEXAS IS KNOWN FOR BEING BIGGER, louder, and more boisterous than perhaps any other place in the nation. And right in the center of the second-largest state in America, in the heart of the Texas Hill Country, residents are creating a traveler's oasis. Located in the Edwards Plateau at the intersection of West Texas, Central Texas, and South Texas, the Hill Country has long been revered for its strikingly beautiful landscapes, diverse wildlife, and rich food culture. The emergence of nationally recognized wineries and distilleries has transformed the

NOV. 2022 departures PAGE 123

DIARY

area, making it a coveted vacation spot. My sister Jennifer and I — born-and-bred Houstonians — recently visited for the first time, eager to explore the region through its new bars, wineries, and restaurants.

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 part of downtown Austin 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 Mahama Bailey and John O. Morton's The Grey restaurant in Savannah, Georgia. It's part

of our trip — mixed with distilleries and wineries like Native Texas pollinators 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 picked up lunch from Veracruz All Natural, an exceptional taco truck owned by sisters Reyna and Maritza Vazquez. We grabbed our brown bag filled with fish and migas tacos and set our sights on our first major stop: Desert Door Distillery.

Known for its innovative approach to distilling sotol — a Mexican spirit made from the Dasylirion wheeleri shrub — Desert Door Distillery is delightfully Texan. Located in Driftwood, just half an hour outside Austin, it's the first major sotol distillery in the country. Wood-paneled walls feature artwork from local Texans, and small limestone rocks and longhorns showcase Desert Door's love for the region. Over a bottle of Texas' iconic ranch water cocktail (made with sotol, of course), co-owner Brent Looby, a native Texas and U.S. veteran, explained the wonders of the spirit, which replaces tequila in most of the distillery's beverages.

"We find people enjoy the spirit because of how smooth it is and that crisp note you get," Looby told me. "But it's also about recognizing the beauty of the resources around us and bringing our Texas identity to the spirit."

After the distillery, we made our way to Johnson City's Walken Retreats. Nestled along the cliffs of the Pedernales River, Walken Retreats boasts immediate luxury-camping accommodations in a dreamy oasis of serenity. Having never camped before, I was a bit nervous about sleeping in a tent, but the hotel's safari options offer a balanced mix of outdoor pleasures and comforting amenities, like a full kitchen, a reading room, and an outdoor grill. After a deep sleep, Jennifer

It's easy to assume Texas is solely the land of barbecue, tacos, and beer. But at local wineries, it's abundantly clear there's much more to behold.



**BOOK A TABLE WITH REXY**  
Rexy gives you access to insight after restaurants in Austin and Texas Hill Country. Browse and book from the Rexy iOS app or rexy.com. Rexy app

NOV. 2022 departures PAGE 124



## RECENT PRESS HIGHLIGHTS

**November 23, 2022**

Reach: 124,531

<https://www.departures.com/travel/best-wineries-hotels-restaurants-texas-hill-county-austin-2>

# departures

## 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 pilsners 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 migas tacos and set our sights on our first major stop: Desert Door Distillery.



## RECENT PRESS HIGHLIGHTS

**November 22, 2022**

Reach: 79,349

<https://www.austinmonthly.com/50-fun-ways-to-celebrate-the-holidays-in-austin/>

# austin monthly

'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).



## RECENT PRESS HIGHLIGHTS

November 22, 2022

Reach: 400,000

<https://www.austinchronicle.com/daily/food/2022-11-22/texas-french-breads-bbq-epiphany-little-olas-stylish-turkeyday-switch-getting-a-lilhigh-with-good-work-austin-falling-into-la-condesa-desert-door-at-the-driskill-and-more/>

# THE AUSTIN CHRONICLE

## 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? Corinne'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 flapjack, providing a seasonally appropriate look at Native American-inspired dishes... and **A. Richmond** offers a heaping scoop of TIL regarding Indigenous agriculture...



*Sotol, so good – at the Driskill's Great Texas Dinner  
(Courtesy of Jane Yun)*

## RECENT PRESS HIGHLIGHTS

**November 21, 2022**

Reach: 537,810

<https://www.kxan.com/studio-512/holiday-happenings-at-the-driskill-hotel/>



### 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 Dayanandan with bottomless tea, has extended dates to feature special holiday flavors. [Link to book at 1886 Café & Bakery.](#)

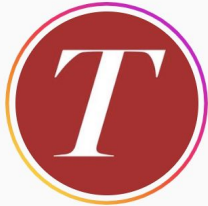


## RECENT PRESS HIGHLIGHTS

**November 21, 2022**

Followers: 45,400

<https://www.instagram.com/p/CIOtcHWuiOG/?igshid=NDk5N2NlZjQ%3D>



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3,377 posts   45.5K followers   712 following

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20 years of Austin Curated.  
[have2have.it/tribeza](https://have2have.it/tribeza)



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Austin, Texas

**tribeza** NEXT WEEK: @thedriskill kicks-off the Holidays with its annual tree lighting ceremony, accompanied by live music and cocktails, on Dec. 1st at 6 p.m.! 🎄🎵🍸

The ceremony is free and open to the public. Austinites can also visit the hotel anytime in December to enjoy the Texan 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 Hotel's in Austin. Visit the link in our bio to see the full list.

337 likes  
4 HOURS AGO

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## 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](https://www.exploretock.com)

## RECENT PRESS HIGHLIGHTS

**November 10, 2022**

Reach: 52,500

<https://tribeza.com/thanksgiving-meals-in-austin-2022/>

# 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

## RECENT PRESS HIGHLIGHTS

**November 8, 2022**

Reach: 160,572

<https://austin.eater.com/23401641/order-thanksgiving-pies-austin-bakeries-takeout-desserts>

**EATER**  
AUSTIN

## Where to Order Thanksgiving Pies in Austin

### 1886 Cafe & Bakery

604 Brazos Street, Downtown

The Driskill Hotel's restaurant is offering two Thanksgiving pies this holiday season.

There's the apple-pear (\$75) and the Texas pecan (\$70).

*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>

**EATER**  
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 boozing 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.

## RECENT PRESS HIGHLIGHTS

**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 [driskillhotel.com](http://driskillhotel.com)

## RECENT PRESS HIGHLIGHTS

**November 2, 2022**

Reach: 373,356

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



## The 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

<https://kidsareatrip.com/best-places-to-celebrate-christmas-in-texas/>

## 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 by 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>



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9,827 posts 389K followers 428 following

**365 Things Austin**  
ONE THING TO DO EACH DAY IN AUSTIN, 365 DAYS A YEAR.  
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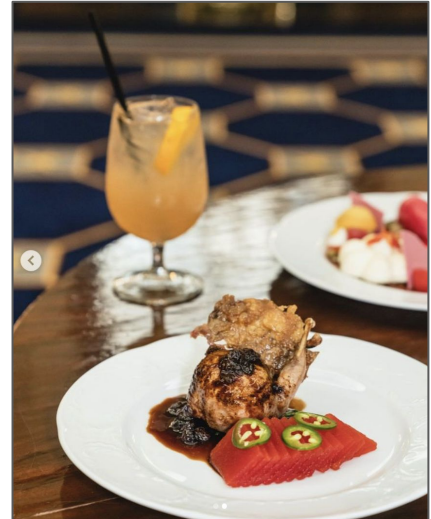
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The Driskill

365thingsaustin On November 30, celebrate the unique culinary landscape of the Lone Star State at @thedriskill during The Great Texas Dinner: a one night only event featuring off-menu dishes with locally sourced produce and game from Texas farms. 🌟 The iconic hotel is presenting a four-course dinner from Executive Chef Mark Dayanandan with specialty cocktail pairings from @desertdoor. 🍹 Tickets are \$95 and available via The Driskill's Tock or the link in our bio.

👤 Jane Yun  
#partnered

👍 342 likes  
NOVEMBER 2

😊 Add a comment... [Post](#)



## MEDIA TARGETS + UPCOMING COVERAGE

**AUSTIN**  
TRAVELS



**Southern Living**

**TRAVEL+**  
**LEISURE**

**Los Angeles Times**

**CBS**  
**AUSTIN**

**AUSTIN**  
**BUSINESS JOURNAL**

**TexasMonthly**

**SFGATE**

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.