

## **FOR IMMEDIATE RELEASE**

### **The FlatIron Boutique Hotel Reopens in Hot Springs, SD, Ready for a Fresh Tourist Season**

Hot Springs, SD — March 20, 2025 — The FlatIron, a historic boutique hotel located in the heart of Hot Springs, SD, has officially reopened its doors in time for the 2025 tourist season. After being closed (off and on) for several years, the hotel is under new ownership and is set to offer a fresh and inviting experience. The FlatIron is truly a unique and upscale experience for visitors in the southern Black Hills.

Nestled in Hot Springs' historic district, the FlatIron was originally built as the Gibson House from local sandstone in a triangular shape, giving it a distinct, timeless charm. Over the years, the building has served various purposes, including as a residence, retail space, long-term rentals, and, more recently, short-term rentals. However, it had sat dormant for a period of time. The courtyard had become overgrown and the interior boasted a cacophony of mismatched furnishings. That all changed when new owners took over in October 2024, bringing fresh energy and vision to this beloved landmark.

"We're excited to be part of the resurgence of the FlatIron and to offer visitors a comfortable, welcoming space to unwind and explore," said Robyn Grayless, the new owner of the FlatIron. "We've worked hard to preserve the charm of the building while giving it a modern touch, with updates that will make this a memorable destination for both new and returning guests."

While renovations are ongoing, they include the replacement of outdated furniture, fresh paint, and a complete revitalization of the courtyard, which is now ready for the season's new growth. The hotel's rooms have been thoughtfully updated, a collection of antiques has been added, and now, historic charm blends with contemporary comfort. The artwork has also been refreshed to reflect the hotel's unique character and the region's rich heritage.

A key feature of the FlatIron is its cozy library, stocked with a selection of old and new books for guests to enjoy during their stay. This common space provides the perfect spot to enjoy a cup of tea, play a game of chess, read, and unwind.

In addition to the indoor updates, a gas fire pit has been added in the courtyard, offering guests a cozy gathering spot to chat, sip coffee, and enjoy the tranquil surroundings. Whether visiting for a weekend getaway or an extended stay, guests can now experience a perfect blend of modern amenities and historic charm.

“We want every guest to feel relaxed and rejuvenated, whether they’re here for the natural beauty of Hot Springs or simply looking for a peaceful retreat,” Robyn said.

Conveniently located a few blocks from the popular Moccasin Springs Mineral Spa, as well as local shopping and dining experiences, the FlatIron is ideally situated for guests to explore all that Hot Springs has to offer.

In addition to short-term rentals, the FlatIron is already booking events into 2026, making it an ideal venue for weddings, yoga retreats, family vacations, and more. With its charming atmosphere, picturesque courtyard, and flexible space, the FlatIron is set to become a sought-after location for intimate celebrations and special events in Hot Springs.

With the tourist season fast approaching, the FlatIron is now ready to welcome guests, offering a delightful mix of old-world elegance and modern comforts. Bookings are now open for both short-term stays and events, and visitors are encouraged to reserve their stay early.

For more information or to make a reservation, please visit [www.flatiron.us](http://www.flatiron.us)

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### **About The FlatIron Boutique Hotel**

The FlatIron is a historic boutique hotel located in the heart of Hot Springs, SD, offering guests a unique and comfortable stay in the Black Hills. Situated in the historic district and built from local sandstone, the hotel has been lovingly restored by new owners who have updated the property while preserving its historic charm. The FlatIron offers both short- and long-term accommodations, a cozy library, and a newly renovated courtyard for guests to enjoy. The hotel is also booking events for 2025, including weddings, yoga retreats, family vacations, and more. The hotel is just a short walk from Moccasin Springs Mineral Spa, shopping, and dining experiences.

The FlatIron features a variety of lodging options from hostel-style sleeping rooms to full apartment-style suites.

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**Press Room**

[www.flatiron.us/about/press](http://www.flatiron.us/about/press)

**Media Contact**

Robyn Grayless

605.517-1987

[www.flatiron.us](http://www.flatiron.us)

[fiinfo@flatiron.us](mailto:fiinfo@flatiron.us)

(include *PRESS* in email subject line)