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News

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Solage brand markets West Coast lifestyle

By Joe Wilson
MANAGING EDITOR

MILL VALLEY, CALIF.—Auberge Resorts launched a new boutique brand, Solage Hotels & Resorts, that it expects will appeal to a more active guest who wants to enjoy luxury and environmental responsibility at the same time.

“The goal of the new brand is to combine the

A U B E R G E

luxury and first-class service of Auberge Resorts properties with the contemporary design and style of boutique hotels while at the same time being comfortable, stylish but always



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approachable and inviting,” said Mark Harmon, c.e.o. of Auberge Resorts.

Tim Harmon, a partner with Auberge Resorts, will serve as c.e.o. of the new brand.

The new brand gets its name from the sunny California lifestyle that inspired its creation, Harmon said.

He said Auberge Resorts properties focus on romantic getaways with a serious culinary program, but Solage will include casual dining offering fresh and often organic food in a bistro-style environ-

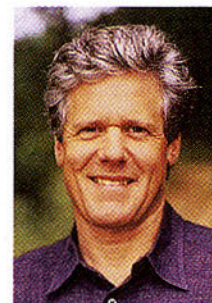
ment. Solage also will be pet-friendly.

Harmon said the Solage brand concept and its location set Auberge Resorts apart from the competition.

“There are not many resorts that are fresh, stylish, fun and active,” he said. “These hotels tend to be in more urban environments and not in many resort destinations.”

The first resort, Solage Calistoga in the Napa Valley, is under construction and scheduled to open in spring 2007 in Calistoga, Calif.

It will provide a less serious or



M. Harmon
AUBERGE

traditional approach to the design and style of service, Harmon said. As an example, the hotel will offer grape martinis and flavored sangrias in addition to the traditional wine-by-the-glass menu that is expected in wine country.

The pool and lounge area will offer live music and a nighttime gathering place for locals and hotel guests. Bikes will be available for all of the 89 guestrooms so guests can ride into Calistoga or around the resort, he said.

The resort will feature a bar
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Solage

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and a casual restaurant that open onto large outdoor terraces, fire pits, bocce courts, horseshoe pits and shuffleboard, Harmon said.

According to Harmon, the room rates will range from \$300 to \$800 per night.

“Environmental sustainability will play a very large role ranging from green design and construction initiatives, recycling and energy-efficient operating systems, environmentally-correct cleaning products and an emphasis on local, organic foods in our restaurants,” he said.

It will be promoted in operating standards through the company’s employee Green Teams, which will oversee and foster green initiatives, he said.

The brand’s goal is “to extend itself through careful, measured growth with an emphasis on finding quality locations,” he said. “We expect to add about one property per year.”

Harmon is exploring locations for future Solage developments in Mexico, Hawaii and California.

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