



FOR IMMEDIATE RELEASE

February 1, 2018

Contact

Meridel Prideaux / Coates Kokes

503.241.1124

meridel@coateskokes.com

Madeline Luce / Coates Kokes

503.241.1124

madeline@coateskokes.com

Headlands Coastal Lodge & Spa now open in Pacific City, Oregon

The first luxury hotel on the coast in over a decade is now welcoming guests

Pacific City, Ore. – After two decades of planning and more than a year of construction, Headlands Coastal Lodge & Spa opened its doors to guests January 12. The lodge celebrates hospitality, Oregon-style, offering visitors luxury amenities against the backdrop of Oregon’s beautiful North Coast. The 33-room lodge, with 18 adjacent cottages, features Meridian, an ocean-to-table restaurant and bar; Tidepools with a full menu of spa treatments; and an innovative indoor and outdoor wellness program. At Headlands, guests are invited to “Stay In” and relax in the comfort of the lodge, and “Head Out” to explore the rugged nature just outside.

“From the first moment we looked at the property, we knew it would be an amazing challenge to design something worthy of the spectacular site,” said Mary Jones, founding partner in Headlands Coastal Lodge & Spa. She and husband and business partner, Jeff Schons, moved to Pacific City in 1990, intending to stay the winter, but fell in love with the small coastal town and never left. “We spent 20 years designing and redesigning the lodge in order to best take advantage of the incredible views of Cape Kiwanda and Haystack Rock, and the proximity to amazing tidepools and the dune. We wanted to make sure the design fit into the natural landscape, which meant using materials like cedar shingles and natural stone.”

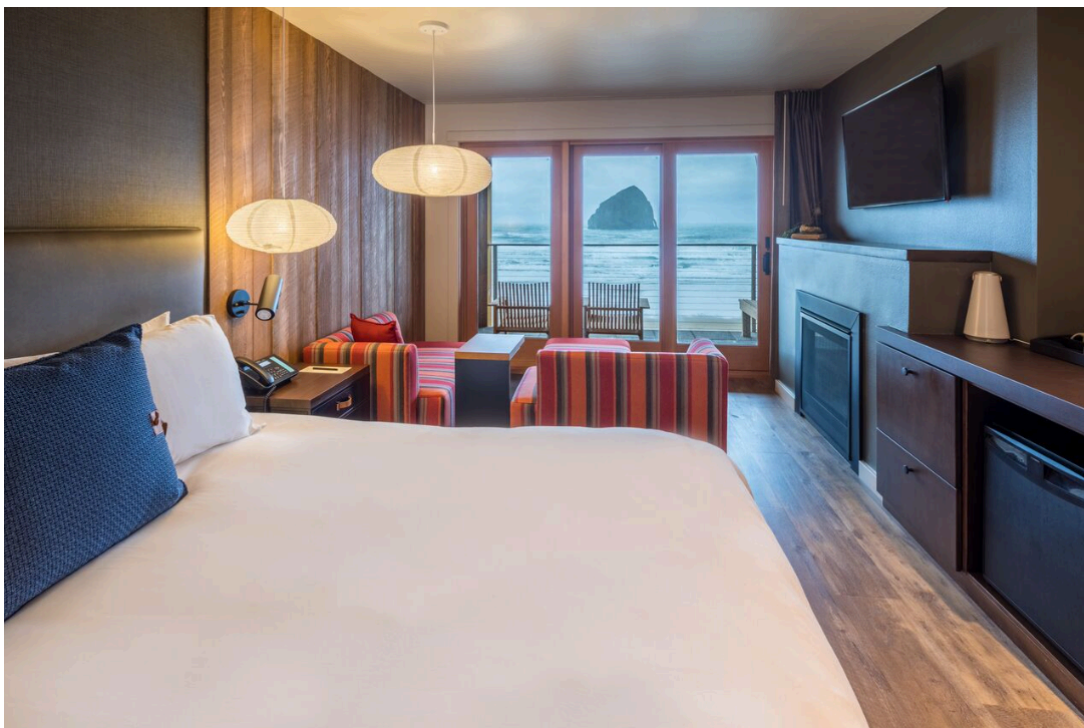


Designed by Scott I Edwards Architecture (Portland, Ore.), the oceanfront lodge features interior design by EDG (Bay Area, Calif.), landscaping by Coyote Gardens (Tillamook County, Ore.) and is managed by Kiwanda Hospitality Group (Pacific City, Ore.). Guests are welcomed to the lodge in the grand lobby with a wood-burning fireplace and luxurious S-shaped leather sofa. The first floor includes Haystack Hall, guiding guests through Headlands' offerings with breathtaking views of Haystack Rock, an adventure center to plan the perfect Pacific City experience and a European-style bathroom with a living plant wall. The lodge logo evokes the Semidi Island Aleutian Cackling Geese, which winter every year in the grassy pastures of Nestucca Valley and roost at the cape. The geese motif is seen throughout the lodge, greeting guests at the reception desk, on custom wallpaper and the in-room service buttons.

Pacific City is a hidden gem off Highway 101 on Oregon's North Coast located just a two-hour drive from Portland. It has many locally owned businesses and extensive recreation opportunities. Visitors can surf, run, bike, hike, visit the tidepools, stand up paddleboard, kayak, river or ocean fish, crab, bird watch and more.

Guest amenities

All of the guestrooms at the lodge are oceanfront, and have views of the Pacific Ocean and iconic Haystack Rock, with private balconies to get even closer to the sand, surf and fresh ocean air. Guests can choose from king or two-queen options for rooms, all have pillow-top mattresses and custom Pendleton blankets. Rooms also feature an HD flat-screen TV, mini fridge, Bonavita brewing system with freshly-ground coffee from Flag & Wire, Smith Tea and kettle, Bluetooth lantern speaker, in-room safe, in-room iPad, gas fireplace, bath products from Thymes, linens, toweling and boxer-style hooded robes from Frette, and custom bike and surfboard racks. Select rooms have cast-iron soaking tubs. For the perfect night's sleep, guests can pick the pillow of their preference from a pillow menu with options ranging from fine goose down to wool fill. The Headlands app, with details on lodge amenities, coastal adventures and dining options, allows guests to plan their stay before they arrive, and enhance their experience while there. The Headlands team knows dogs are part of the family, so certain rooms have also been designated as dog-friendly.



“With the rooms and throughout the lodge, we wanted to showcase and support the wonderful artisans who are our North Coast and Oregon neighbors,” says General Manager Jennifer Nelson, formerly of the Inn at the 5th in Eugene. “We have beautiful custom cutting boards from Hardenbrook Hardwoods in Redmond, trough sinks from Cement

Elegance in Bend and dog beds from Ginger Beds in Portland. Work by coastal artists is on view, with original paintings and sculptures by Michael Schlicting, Liisa Rahkonen, John Stahl, Maya Kabat, Norm Eder and Kevin Shluka.”

Headlands is the perfect place for small weddings, groups and corporate meetings and retreats. The two dynamic meeting spaces, Longitude and Latitude, can accommodate up to 32 people, and are outfitted with state-of-the-art audiovisual equipment. An accessible, outdoor courtyard joins the rooms.

Dining options

Serving breakfast, lunch and dinner daily, Headlands’ restaurant and bar, Meridian, is located in the main lodge. Customers can savor their food in the stylish oceanview dining room, which seats 40, surrounded by exposed beams, Oregon hardwoods and sky-high windows. The welcoming bar seats an additional 16. Guests can also enjoy their food and drink fireside in the unique indoor patio with accordion-style windows that let the ocean air in, or take it to go down at the beach.

Meridian’s menu focuses on Northwest coastal cuisine, with ingredients sourced from the ocean, local purveyors including Nevør Shellfish Farm, Jacobsen Salt Co. and DeNoble Farms, and Headlands’ own Mary’s Herb Garden. An early favorite from the dinner menu is the Black Cod, with Oregon black truffle, parsnip mash, escarole and truffle jus. Custom cocktails, such as Thor’s Well (Bulleit Rye, Absinthe, Peychaud’s Bitters, Brown Syrup), pay homage to famous North Coast locations. An extensive wine list focuses on Oregon wines with featured selects from Washington and beyond. On tap are beers from Pelican Brewing Company, located just steps away down the beach. A full vegan and vegetarian menu is also offered. Private dining options for large parties are available on request.



“At Meridian, my goal is to cook locally and seasonally,” says Executive Chef Andrew Garrison, formerly of Salishan Spa & Golf Resort and the Jory at the Allison Inn & Spa. “Menu items will come and go as ingredients come in and out of season, so the menu will be constantly evolving and growing. I see it as an ongoing conversation with our staff, guests and suppliers.”

Craving breakfast in bed? Headlands will deliver an in-room picnic of fresh pastries, coffee, juice and specialty breakfast cocktails. For the more adventurous, boxed lunches for hikes, s’mores for a beach bonfire and picnic lunch baskets are available. For late night or any-time-of-day snacks, every floor of the main lodge has a gourmet pantry, stocked with Oregon-made treats from Alma Chocolate, Albina Nuts, Betty Lou’s and Tillamook County Creamery Association.

For dining options outside of the lodge, guests don't have to venture far. The only beachfront brewpub in the Pacific Northwest, Pelican Brewing Company is right next-door. There, award-winning brews are paired with refined beer cuisine. Stop in for a pint, a taster tray and a bite. Across the street is the newly remodeled Stimulus Coffee + Bakery, serving espresso, fresh pastries and breakfast and lunch options.

Spa and wellness

For relaxation and escape, the spa at Tidepools offers everything from facials to hot stone massages. In the serene setting, guests can enjoy their treatments, steam room and an outdoor hot tub with ocean view and fireplace. When it's warm, large windows open to let the ocean add to the experience.

In addition to the spa, the Tidepools wellness offerings include an airy fitness studio with free weights, treadmill, elliptical, Peloton bikes and Precor equipment. Complimentary exercise classes range from beach yoga to meditation to Pilates.



“We want our guests to be able to actually pursue an adventure, whether it be learning to surf or fishing from a dory boat, or enjoying the outdoor hot tub, a fitness class or a spa treatment,” says Jones. “We strive to find special ways to motivate our guests to experience the myriad of things we love that make Pacific City such an amazing place, whether for a visit or a lifetime.”

To achieve that goal, Headlands has developed a unique Adventure Coach program. The three on-staff Adventure Coaches are experts in everything North Coast. They are available to plan a personalized itinerary for any experience, from food, beer and wine to biking, hiking and crabbing, or any mix of activities a visitor could desire.



About Headlands Coastal Lodge & Spa

The Nestucca Ridge Family of Companies, founded in Pacific City, Oregon, in 1990, is a group of organically grown businesses including Pelican Brewing Company, one of Oregon's fastest-growing craft beer brands. Headlands is locally owned and owner-operated, employing 60 people from Pacific City and the surrounding area.

For more information, visit www.headlandslodge.com or call 503-483-3000.

For downloadable high-res images, visit www.headlandslodge.com/presscenter.

###