

Spring

Travel

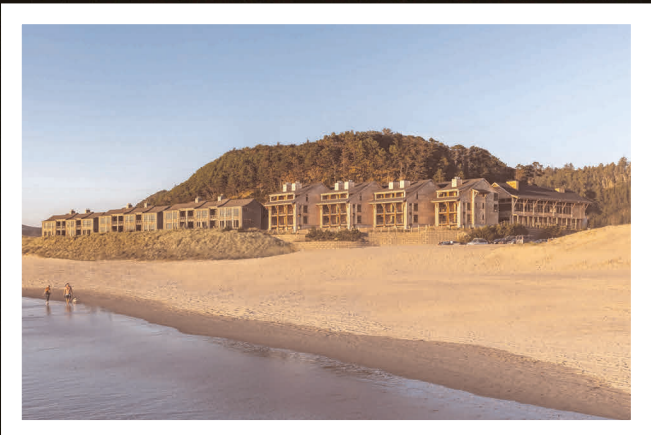
April 1, 2018

NEW AND NOW ON THE OREGON COAST:

Headlands Coastal Lodge & Spa offers luxury, and a unique brand of Oregon hospitality

By **Kim Cooper Findling**
for *Oregonian Media Group Marketing*

Photos courtesy of Headlands Coastal Lodge and Spa



Above: Headlands Coastal Lodge & Spa.
Main photo: Sunset over Haystack Rock as viewed from
Headlands.

Perched on a bluff overlooking Pacific City beach and Cape Kiwanda sits a breathtaking new hotel.

Opened in January, Headlands Coastal Lodge and Spa is a new shiny gem on the Central Oregon Coast, and a longtime dream of owners Jeff Schons and Mary Jones.

Schons and Jones brought their respective

backgrounds in property development to the Oregon Coast nearly three decades ago. "We moved to Pacific City for a winter getaway in 1990 and never left," says Jones. In the time since, the pair has done much to put Pacific City on the map. They founded the Pelican Pub and the Inn at Cape Kiwanda, among a host of other businesses.

A hotel as luxurious and architecturally impeccable as Headlands had long been in their business plan, but the recession held

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Headlands Coastal Lodge & Spa

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them back for a few years. Schons is the first to admit that, though the financial challenges weren't easy, waiting until now to bring the hotel to life was worth the wait. "It took us all of these years to figure out exactly what we wanted," he says. Jones adds, "We redesigned the hotel over ten or twelve years. We tried really hard to get things exactly right."

Get things right is exactly what they did. The result of their intensive design and build process is not only a stunning hotel, but one uniquely and specifically positioned to help guests truly experience their environment and get the most out of their visit to Pacific City.

Headlands' 33 Oceanfront Lodge guest rooms and 18 Oceanfront Cottages each look out over the Pacific Ocean and Haystack Rock. Private balconies are outfitted with wind-protecting panels and comfortable wooden chairs. Rooms are appointed with cast iron soaking tubs, gas fireplaces, pillow-top mattresses, and even a bike or surfboard rack to keep your toys tucked easily out of the way.

As much thought went into the restaurant as the hotel. Meridian Restaurant and Bar is framed by massive windows overlooking the beach and Pacific City. The light and airy space embodies an immaculate fine dining destination yet still holds the casual, friendly feeling of an Oregon Coast destination.

Chef Andrew Garrison, formerly of Jory Restaurant at the Allison Hotel in Newberg, has created a well-rounded, simple menu based on farm- and



The living in room in one of Headlands' 18 oceanfront cottages.

-sea-to-table local foods. "Everything comes to us so fresh," he says. "All we have to do is season it lightly and cook it properly and it's delicious."

The hotel is so comfortable and lovely that it would be easy to stay in and relax, which Jones and Schons and the rest of the Headlands staff encourage. But for the developers, a primary goal of Headlands was also to encourage guests to easily be able to immerse themselves in the plentiful outdoor activities that Pacific City is known for. For Schons and Jones, Pacific City is about fishing, hiking, crabbing, dory boating, surfing, beachcombing and more. "We wanted to really help people have adventures here," says Jones.

Rather than just offer a brochure to guests about the opportunities that

surround them, Headlands takes things a few steps further. Adventure Staff are on duty at a kiosk in the hotel lobby, armed with books, maps, bicycles, connections to local guides, and much more. And they'll do more than simply point the way. "Our staff will actually take you wherever you want to go," says Traci Still, Adventure Experience Manager. Just about any custom activity you can imagine can be curated and organized from Headlands.

"All we're doing is taking advantage of what is here," says Jones.

What is there is stunning, from the sandy beach of Pacific City to the luxurious interior of the hotel to the adventures to be had all around.

For more information see www.headlandslodge.com.