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Hampton Targets Mexico And Canada

MEMPHIS, TN— Among the hotels Hampton opened in August were properties in Chihuahua City, Mexico, and Moncton, New Brunswick, Canada, reflecting the brand's international growth strategy. [Continued...](#)

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Surftides Reveals Boutique Makeover

Posted 8/20/2008 - 9:05:53 AM



[What are these?](#)

LINCOLN CITY, OR— Surftides, a historic hotel here, has completed the first phase of a renovation that is transforming the property into a boutique hotel.

The hotel's 141 guestrooms now feature modern amenities such as flat screen televisions and iPod docking stations as well as custom furnishings made from sustainable wood, cork wall covering and recycled carpet. Surftides redesigned lobby features a vaulted ceiling, a fireplace and an outdoor lounge with fire pits.

The remodeling of the hotel is being handled by Los Angeles-based Curated and Santa Monica, CA-based Romeo Thorsen Design.

In The Quest For Cutting-Edge Hotels, Don't Forget The Baby Boomers

Is hotel design becoming "too cool"? Are properties being designed and built without the guest's wants and needs really being taken into account? These questions will be front and center during the annual New Look™ magazine Designer Roundtable taking place during HD Boutique later this month in South Beach. Look for coverage of the Roundtable in the November/December issue of New Look™ magazine. In the meantime, allow me the opportunity to offer my two cents on the subject.

[Continued...](#)



Jay Schultz, sr. vp, hospitality group, Hotel Business

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