

## Remington Opens The Gallery

New luxury, lifestyle brand differentiates with art and thoughtful amenities.

**DALLAS** Differentiation is about to become a big issue, with every major player in the industry launching a "lifestyle" brand. Dallas-based independent management company **Remington** will try to set itself apart with a new luxury resort collection called Gallery, with the first hotel, One Ocean, set to open in December in Atlantic Beach, Florida. With a tagline, "Authentic, Intuitive, Elegant," the concept has several unique amenities and features, as well as a focus on embracing and leveraging the local culture and natural surroundings—including everything from the bath soap to the fitness area.

"Everyone is taking a piece of lifestyle, but no one has quite embraced the element of keeping with the natural surroundings and bringing the best of the area into the hotel," says Chief Operating Officer Mark Sharkey. "We think people want to embrace the surroundings, and no one I know is committed to leveraging that the way we are in the luxury segment."

In fact, Remington hopes to leverage the Gallery concept into a collection of eight hotels by 2010 with conversions in Atlantic Beach (US\$24 million for the former 193-room Sea Turtle Inn), Santa Fe, New Mexico, and Key West, Florida, and new-build projects with residential components underway in Bend, Oregon, and Grand Turks in the Turks & Caicos. At press time, Remington was close to securing a new equity

partner to help fund these two developments and an initial development plan estimated at more than US\$1 billion.

### Unique Amenities

After much research, Remington has some unique amenities and services to set itself apart. Among them: a free clothes pressing service; fresh coffee anytime; showers with control valves at the back (how many times have you gotten wet reaching in to turn on the shower); electric outlets beside the night stand; and a free photo printing service so guests can view their collected memories even before they leave the hotel.

In Atlantic Beach, Sharkey says plans are under consideration for a wading pool on the roof of the restaurant, facing the sand dunes and Atlantic Ocean. Other features in the first Gallery include a spa, fitness center, gourmet dining, kids club and flexible, state-of-the-art meeting space.

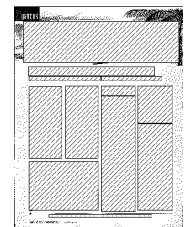
All guests will be met at arrival by their own docent, because the overall Gallery philosophy is for the hotel to forge a connection between the expression of luxury with art and photography. With a brand mantra of "Always in your element," the docent's job is to provide services uniquely matched to the guests' special interests and personal preferences. In fact, Sharkey says anticipatory and unpretentious service is another core fundamental of the brand strategy.

The brand is so dedicated to

art that at the core of each hotel is a unique photography gallery spread out through the property, including guest-rooms which will feature lifestyle photography as signature decor. In fact, Remington has gone as far as to hire lifestyle photographer Greg Whitaker to create the photo gallery at each resort.

The result is supposed to pay off on the bottom line. Sharkey estimates that the first Gallery in Florida will double the current average daily rate and compete with the Ritz-Carlton in Amelia Island, Florida, and luxury resorts in nearby Ponte Vedre, Florida. "Controlling costs and making a profit has been a mainstay of our company," Sharkey says. "We would not be doing this without knowing we can make money." ♦

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**Lodging Econometrics forecasts 1,354 hotels with 159,368 rooms will open in 2009 in the United States.**



The first Gallery will  
open this year in  
Atlantic Beach, Florida.

**Guestroom mock-up at the Gallery in Atlantic Beach, Florida.**

