



**TRAVEL
OREGON**



NEW COAST LODGE CELEBRATES NATURE'S PLAYGROUND

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Headlands Coastal Lodge & Spa, Photographer
January 12, 2018

There are bike and surfboard racks on the walls of your room, and wet suit racks in the shower. But that's hardly the first thing you'll notice when you step into one of the guest rooms at the new [Headlands Coastal Lodge & Spa](#) in Pacific City — the first new lodging property to open on the Coast in several years.

Directly south of the giant dune at Cape Kiwanda, every room at the Headlands offers direct oceanfront of Haystack Rock — not the one in Cannon Beach, but the one with the “jug handle,” about a mile off shore in Pacific City.



Geared to hikers, bikers and anyone else on the Oregon Coast yearning for an outdoor adventure, the Headlands opened in December 2017 with a rustic, beachy vibe. Owners Mary Jones and her husband Jeff Schons — avid kayakers, fishermen and dory boaters — designed the property to welcome visitors who share their passion for the outdoors.

“There’s nothing better than getting out on the ocean or the river,” says Jones, who moved to Pacific City with her husband in 1990, eventually developing the [Pelican Brewing Company](#) (adjacent to the Headlands), the [Inn at Cape Kiwanda](#) and [Cottages at Cape Kiwanda](#) over the years. The Pelican pubs in Cannon Beach and Tillamook came later.

As generations of dune-sliders know, the Headlands property has been a vacant parcel of land on the bluff at [Cape Kiwanda State Natural Area](#), as Jones and Schon waited for the right moment to develop it. They wanted to create an experience.



The Headlands property defines everything they love about the Oregon Coast, Jones says. Here’s some of what you’ll find:

Rooms

Oregon hardwoods, Pendleton blankets, a soaking tub and a balcony with an oceanfront view come with every room. Some are dog-friendly.

Lobby

The A-frame lodge gives a true rustic feel, with a wood-burning fireplace and an indoor patio lounge with an ocean view and double-sided glass fireplace. Enjoy drinks by the fire or play a board game with friends. Pick up a memento from your trip at the curated gift shop in the lobby, and admire local artists' installations, including a living wall.

Restaurant and bar

A 40-seat, locally sourced open kitchen called Meridian offers casually elegant Pacific Northwest cuisine, including fresh herbs from Jones' garden on the second-floor deck. Sixteen seats at the full horseshoe-shaped bar make for a great spot to people-watch.

Other offerings

Find complimentary bikes for exploring around Pacific City; just ask the hotel's "adventure coach" to help design a custom itinerary. Wash the sand off at the outdoor shower, then enjoy the outdoor hot tub and fireplace overlooking the beach. Rejuvenate inside with two massage and treatment rooms; a steam room; gym facilities and group wellness classes.

For trip ideas around Pacific City, check out the [Three Capes Scenic Loop](#) drive, the [Hiker's Guide to the North Coast](#), [North Coast Adventures](#), and [Where to Eat on Oregon's North Coast](#).

ABOUT THE AUTHOR



Jen Anderson

Jen Anderson writes and edits Travel Oregon's e-newsletters and other online content. She loves finding the latest places to eat, drink and play around the state with her husband and two young boys. Brewpubs, beaches and bike trails top the list.