



# HEADLANDS

COASTAL LODGE & SPA



PRESS KIT



# GENERAL DETAILS

## HEADLANDS COASTAL LODGE & SPA

33000 Cape Kiwanda Dr. Pacific City, OR 97135

## GENERAL INQUIRIES

[Info@HeadlandsLodge.com](mailto:Info@HeadlandsLodge.com) | 503.483.3000

## MEDIA INQUIRIES

[Bri@HeadlandsLodge.com](mailto:Bri@HeadlandsLodge.com)

## WEBSITE

[HeadlandsLodge.com](http://HeadlandsLodge.com)

## IMAGES

[HeadlandsLodge.com/PressCenter](http://HeadlandsLodge.com/PressCenter)

## SOCIAL MEDIA

@HeadlandsLodge on [Facebook](#) and [Instagram](#)



6PM

Head out.

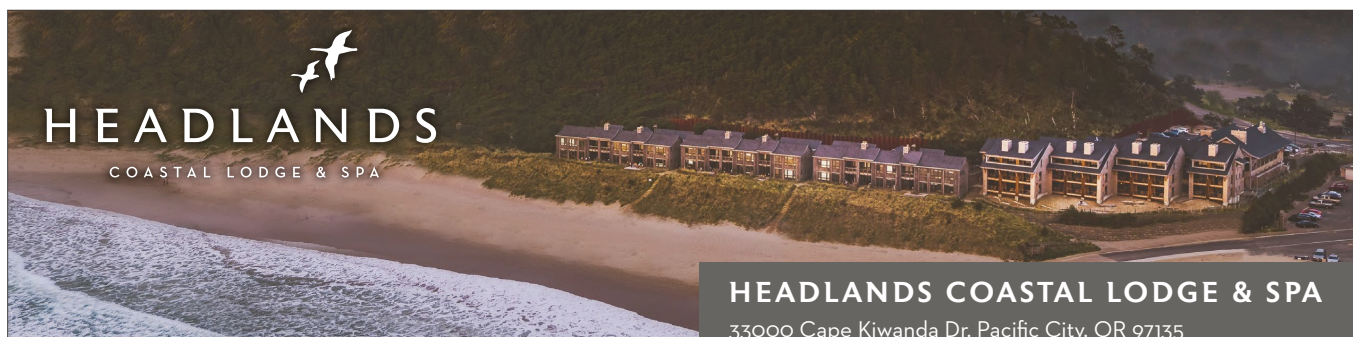


11AM

Stay in.



# FACT SHEET



Headlands Coastal Lodge & Spa is what the Northwest has been missing: a luxury destination that takes full advantage of the Oregon Coast's rugged natural beauty. A stay at Headlands is a true escape from the hectic day-to-day, a windswept retreat at the edge of the world, for travelers who seek out the undiscovered, unexpected and unpretentious. Here you'll find countless opportunities to head outdoors for adventure on the water, beach or trails...or stay in to recharge and restore in our warm, stylish lodge. We treat guests and locals like family, whether at our modern but approachable fine-dining restaurant and bar, or in our intimate spa and wellness studio. It's hospitality, Oregon-style.

Construction began in November 2016, and the lodge is now open.

## Grand Lobby and Haystack Hall

- Front desk with 24-hour reception
- Adventure coaches to help design custom North Coast itineraries
- Gift shop with a curated selection of items
- Local art and artisan work on display
- European-style bathroom with live walls, and unisex and family changing areas
- Grand wood-burning fireplace
- Dog-friendly lobby
- Complimentary bicycles for exploring Pacific City

## Oceanfront Lodge

- 33 oceanfront rooms each with a balcony and views of iconic Haystack Rock
- All rooms have bike and surfboard racks
- Accented with Oregon hardwoods
- Glass-wall showers and soaking tubs with a view
- Local touches, such as custom Headlands Pendleton blankets
- Select rooms are dog-friendly
- Rooms are equipped with one king or two queen beds
- Pantry with top-tier snacks on every floor

## Oceanfront Cottages

- 18 two- and three-bedroom condo-style oceanview cottages
- Private balconies and patios overlooking the beach
- Fully-equipped kitchens that can be stocked in advance, and gas grills
- Jetted indoor soaking tubs
- Some cottages are dog-friendly

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**Media Inquiries:** [Bri@HeadlandsLodge.com](mailto:Bri@HeadlandsLodge.com)

**For more information:** [HeadlandsLodge.com](http://HeadlandsLodge.com)

**For downloadable images:** [HeadlandsLodge.com/PressCenter](http://HeadlandsLodge.com/PressCenter)

## Meridian

- Pacific Northwest-focused cuisine in a casually elegant setting
- Seats 40
- Ingredients from the ocean, local farmers and Mary's Herb Garden
- Open kitchen
- Lively open bar seats 16
- Unique indoor patio lounge with accordion-style windows that open completely
- Group accommodations available
- Indoor patio lounge with an ocean view and double-sided glass fireplace
- Pelican Brewing's famous pub and brewery located next door to the south, on the beach

## Tidepools

- Outdoor hot tub and fireplace overlooking the beach
- Three massage and treatment rooms
- Steam room
- Shower and changing rooms
- Precor cardio equipment, Peloton bikes, cable tower, free weights and yoga props
- Innovative wellness program featuring group classes indoors and out

## Meetings and Events

- Private dining and conference spaces available
- Two dynamic meeting spaces can accommodate up to 16 guests each, joined by a center courtyard
- Perfect for small groups, weddings, corporate meetings and other events
- State-of-the-art audiovisual resources

## Outdoor Activities

- Dory boats, surfing, running, climb the dune (at 240 feet it's the highest in Oregon), biking, hiking, visit the tide pools, stand up paddleboard, kayaking, beach bonfires, ocean and river fishing, crabbing, bird watching and more!

### ARCHITECT

Scott Edwards Architecture  
Portland, OR

### INTERIOR DESIGN

EDG Design  
Bay Area, CA

### CONSTRUCTION

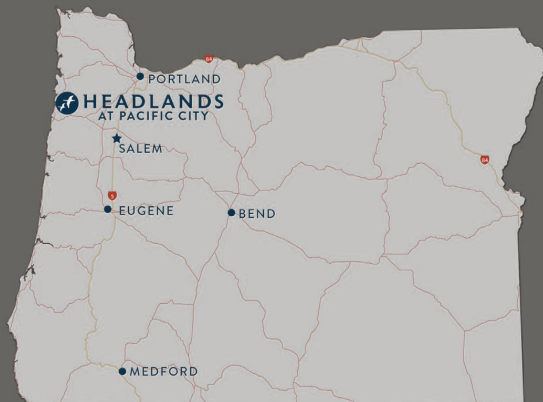
O'Brien and Company  
Cannon Beach, OR

### MANAGEMENT

Kiwanda Hospitality Group  
Pacific City, OR



# FACT SHEET



## Location

- Located in Pacific City on Oregon's North Coast, just two hours by car from Portland International Airport
- Nature – the ocean, rivers, beaches and trails – is our backyard
- Cape Kiwanda State Natural Area to the north
- Bob Straub State Park less than two miles away
- Nestucca Bay National Wildlife Refuge to the south
- Sand Lake Recreation Area 15 minutes to the north
- Part of the Three Capes Scenic Loop

## 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.



### Mary Jones and Jeff Schons, Owners/Partners, Nestucca Ridge Family of Companies

Both native Oregonians, Jeff and Mary moved to Pacific City in 1990, intending to stay for the winter, and never left. In addition to running and growing their family of businesses, Jeff and Mary are committed to investing in the community and contributing to the quality of life in Pacific City. Their greatest desire is to share their businesses and all Pacific City has to offer with their guests. Mary enjoys the serenity of living by the water, and in her free time kayaks and teaches cooking classes. Jeff takes full advantage of the outdoors. He's likely to be found crabbing, flying, climbing, fishing or hunting.

### Jennifer Nelson, General Manager

Jennifer became interested in hospitality at a young age with entertaining family and friends. In her twenties, she spent time in Alaska working at a fly-fishing lodge and at several restaurants in Portland. She pursued her passion for excellent service and guest experiences at boutique hotels, as lodging manager of Brasada Ranch, general manager of the Oxford Hotel and general manager of the Inn at the 5th in Eugene. In addition to her accomplished career in hospitality, Nelson has served on the Travel Lane County board and the Oregon Restaurant and Lodging Association's board of directors.



## THE STORY BEHIND OUR LOGO

Pacific City is the only wintering spot in the world of the Semidi Island Aleutian Cackling Geese. Each year, the geese fly south more than 2,000 miles from their small Alaskan nesting islands to Oregon's North Coast. Every evening during their annual Pacific City stay, they leave the grassy pastures in the Nestucca Valley and soar across a mile of ocean to roost on Haystack Rock—the same towering monolith that Headlands guests can see from their rooms and cottages.

Our logo is reminiscent of these special birds because they capture our Headlands spirit: rugged, beautiful and ready for adventure. We feel the same way about our geese as we do about our guests—eagerly awaiting their arrival, cherishing their stay with us and looking forward to their eventual return.

# PRESS RELEASE

## OPENING



### FOR IMMEDIATE RELEASE

February 1, 2018

#### Contact

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### 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."

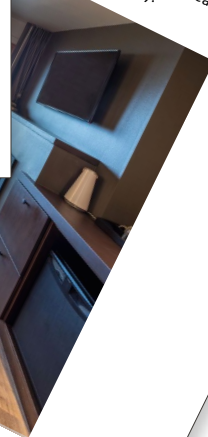


Guests don't have to venture far. The only beachfront brewpub in the Pacific City area is just next-door. There, award-winning brews are paired with refined beer bites. Across the street is the newly remodeled Stimulus Coffee + Bakery, offering breakfast and lunch options.

Work by coastal artists is on view, with original paintings by Lisa Rahkonen, John Stahl, Maya Kabat, Norm Eder and Kevin Shluka.

Headlands (Portland, Ore.), the oceanfront lodge features interior design by EDG (Bay Area's Haystack Hall, guiding guests through Headlands' offerings with luxurious Semidi Island Aleutian Cackling Geese, which winter every year in the region's North Coast located just a two-hour drive from Portland. It has a fish, crab, bird watch and more.

Guests can choose from king or two-queen rooms also feature an HD flat-screen TV, select rooms have cast-iron soaking tubs. For the experience while there. The Headlands team designated as dog-friendly.



"We have beautiful custom cutting boards from Hardenbrook Hardwoods in Redmond, trough sinks from Cement



SPONSOR CONTENT PRODUCED BY OREGONIAN MEDIA GROUP'S MARKETING DEPARTMENT

# 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

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

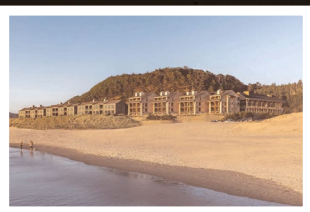
Opened in January, Headlands Coastal Lodge and Spa is a new shiny gem on the Central Oregon Coast, and a longtime dream of owners Jeff Schons and Mary Jones.

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

Continued on Page 4



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

### INSIDE: Travel Special Section



## Headlands Coastal Lodge & Spa

Continued from Page 1

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

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 encourage. But for the developers, a primary goal of Headlands was also to immerse guests 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](http://www.headlandslodge.com).



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



# PRESS COVERAGE

## COASTAL LIVING

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# COASTAL LIVING®

## 50 Secret Places

FROM FAR-FLUNG GETAWAYS TO GEMS HIDING IN PLAIN SIGHT

MARCH 2018

### PACIFIC CITY, OREGON HEADLANDS COASTAL LODGE & SPA

A new Pacific Northwest resort that feels like it's on the edge of the world

Situated alongside a protected natural area on a stretch of Oregon coastline that, shockingly, remains an untapped (and relatively undeveloped) paradise, Headlands welcomes those seeking a quiet escape to a handsome, woodsy lodge that celebrates enduring coastal pastimes like beach bonfires and surfing. Rates start at \$320; [headlandslodge.com](http://headlandslodge.com).

FROM LEFT: JAMES LARSON/ALAMY, COURTESY OF HEADLANDS LODGE

Pacific City,  
Oregon

View press coverage at [HeadlandsLodge.com/PressCenter](http://HeadlandsLodge.com/PressCenter)





HEAD OUT. STAY IN.