



Brand Collections Boost Their Portfolios

BY HOTEL BUSINESS ON MARCH 13, 2020

NATIONAL REPORT—Brand collections are adding to their portfolios in cities across the country. Here's more from Autograph Collection and Destination Hotels:

Adero Scottsdale Set to Open as the First Dark Sky Zone Resort in Sonoran Desert

Following a \$100-million investment by Palisades Resorts LLC, Marriott International's Autograph Collection Hotels will open Adero Scottsdale this summer. With views of Arizona's Four Peaks and McDowell Mountain Range, Adero will be Scottsdale's only Dark Sky Zone resort.

The complete development is led by Allen + Philp Partners Architecture and Interior Design, Monogram Hospitality Interiors at BBGM, branding agency Sixteenfifty and Aqua-Aston Hospitality, a hotel and resort management group. The six-story, newly developed resort will have 161 rooms plus 16 suites, pools, a sundeck, a spa, wellness studio, signature restaurant and more than 16,800 sq. ft. of indoor and outdoor meeting space.

Autograph Collection Hotels and First Hospitality Introduce The Drake Oak Brook

Autograph Collection Hotels welcomes The Drake Oak Brook in Oak Brook, IL, which joins the brand's portfolio of more than 180 independent hotels. The hotel commissioned interior design firm Celano Design Inc.

Following a multimillion-dollar renovation, the 154-room, four-story hotel has newly designed rooms, 12 revamped meeting rooms totaling 12,432 sq. ft. of indoor space, a signature restaurant, modernized lobby bar, a fitness center and spa and pool coming in the spring.

Quirk Hotel Charlottesville Opens as Part of Destination Hotels

Hyatt Hotels Corporation has opened Quirk Hotel Charlottesville in Charlottesville, VA, as the first boutique hotel with a focus on curated art to be imagined in the city's historic downtown. Quirk Hotel Charlottesville is the second rendition of the Quirk Hotel concept within the Destination Hotels collection, with its original location in Richmond, VA.

The hotel has a new signature dining concept, a rooftop bar, an indoor lobby lounge, two ballrooms, an in-house art gallery, a spa and salon and two historic homes surrounding the property with added amenities.