

Hotel Business®

Now Open: An Oceanfront Escape Debuts; Woodspring Expands in TX; More...

NATIONAL REPORT—From the shores of Laguna Beach, CA, to the “outdoor playground of the West” in Oregon, hotel openings abound. Here’s a look at a few:

Auric Road Debuts Oceanfront Escape

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Auric Road, the lifestyle curators of petite resorts, is debuting its SoCal property, Hotel Joaquin in Laguna Beach, CA.

Chic, playful, and layered decor is the hallmark of this 22-room petite resort designed by Studio Robert McKinley. Hotel Joaquin follows the “Soul is our Style” ethos of Auric Road’s existing properties, Korakia Pensione and Lone Mountain Ranch.

An all-access pass is available to the Adventure Garage for surfboards, hiking and snorkel gear, bicycles and playful outdoor accessories. For an unplugged atmosphere, there are television-free suites outfitted with vinyl record players and a curated music collection.