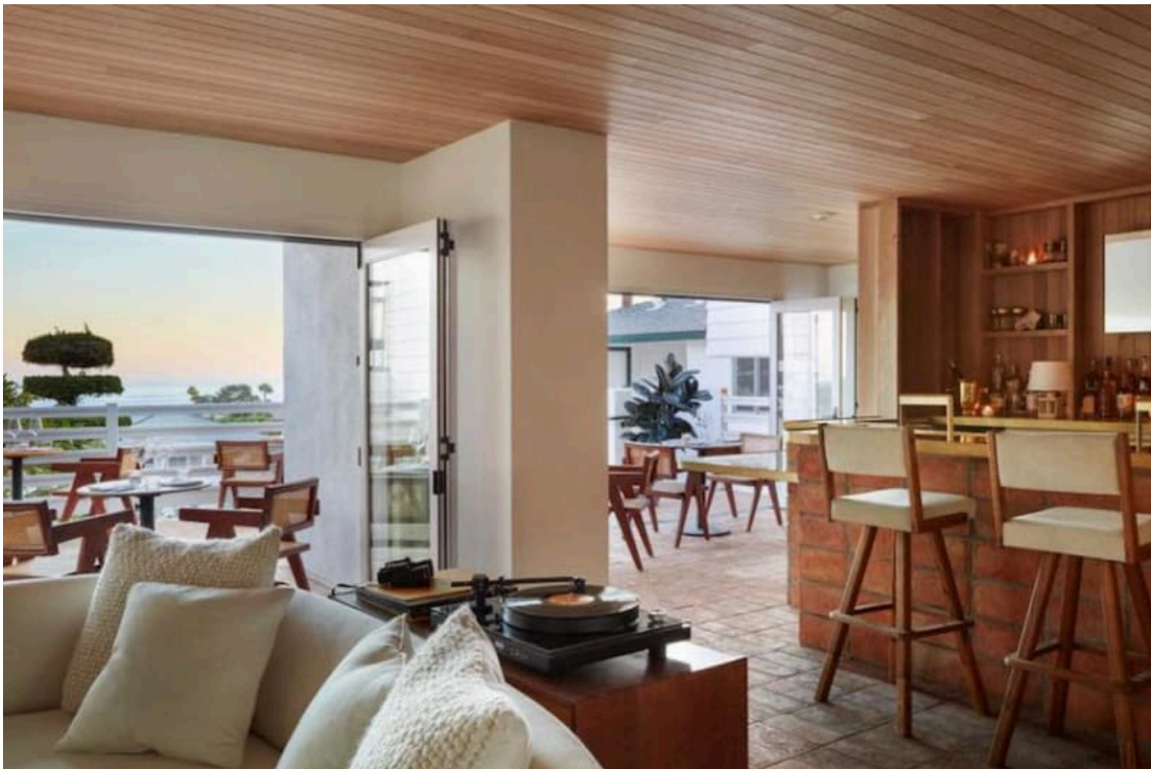


3 New Luxury Hotels To Book Now

2. Hotel Joaquin, A Laguna Beach Oceanfront Escape

Auric Road, the lifestyle curators of petite resorts, is debuting its much-anticipated SoCal property, [Hotel Joaquin](#). Nestled along the breathtaking Laguna Beach coastline, designer sanctuary seamlessly connects adventure and respite with the tranquility of the beach carried throughout the property which is now accepting reservations beginning September 17th.



"Hotel Joaquin is the latest property in Auric Road's petite resort collection. Every detail has meaning and intentionality, designed to inspire our guests," says CEO Paul Makarechian. "The resort's location is especially nostalgic, as I grew up diving the coves along Pacific Coast Highway. We are proud to unveil the magic of our new brand in Laguna and are excited to see how Hotel Joaquin captivates our guests as the Innkeepers for their soul's journey."

Chic, playful, and layered décor 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. Derived from the original land grant of Rancho San Joaquin, which encompassed much of present-day Orange County, Hotel Joaquin speaks to the heritage of Laguna Beach, paying homage to the laid-back elegance of the California and Mediterranean coastlines. This private beach oasis features small batch in-room amenities, sweeping views, a serene pool and bespoke resort-style service. Sensory-focused details weave a soulful narrative throughout the property and elevate the mood of laid-back luxury. Guests are encouraged to get out and take advantage of what Laguna Beach has to offer with an all-access pass to the Adventure Garage that has surfboards, hiking and diving gear, bicycles, and playful outdoor accessories. Guests can enjoy a fully unplugged atmosphere with television-free suites outfitted with vinyl record players and a curated music collection to complement each guest’s intention for their stay. Hotel Joaquin’s unique hospitality ethos offers highly personalized service with a St. Barth’s vibe.

Inspired by the magic of their salty backyard, [Hotel Joaquin](#) will take its guests on a sea-centric culinary journey, with a clean French-Mediterranean menu. For more information please visit [Hotel Joaquin here](#).