

# Hotel Becket

## South Lake Tahoe Hotel Opening

The opening of Hotel Becket, a former Joie de Vivre Hotel, in South Lake Tahoe provided both the operations and marketing teams with several challenges. First, the property was the merger of two distinct hotels – Park Tahoe Inn and 968 Park Hotel – that were neighbors, but not connected. One property was a motor lodge with exterior entrances versus the interior entrance of the other. In addition, one hotel had developed a reputation with visitors for providing sub-par lodging and with the community for attracting a less than desirable clientele. Our goal was to elevate the combined properties to a new level with a vastly improved brand, product and perception.



# Tactics

- Highly visual pitches focusing on pet-friendly programming
  - Borrow a Bernese program where guests could take out Remington, the hotel's resident canine ambassador
- Capitalize on launch pre-ski season, convenient location to Heavenly Mountain
- Trend pitch of mom and pop motor lodges being renovated/refurbished
- Partner outreach to South Tahoe CVB, Vail Resorts International Sales/PR Team, Heavenly Mountain PR team
- San Francisco in-market media tour
- Aggressive visiting journalists program



# Media Coverage



OUTSIDE | DESTINATION

**CRASHING INTO THE NIGHT** A Southwestern resort and party spot, The Landing is 1,000 sq ft of outdoor lounge space with a covered bar, a DJ booth, and a dance floor. The Deck is a new addition to the resort, featuring a lounge with a bar, a DJ booth, and a dance floor.



WHERE TO STAY:

South Lake Tahoe offers something for everyone with a range of prices and amenities.

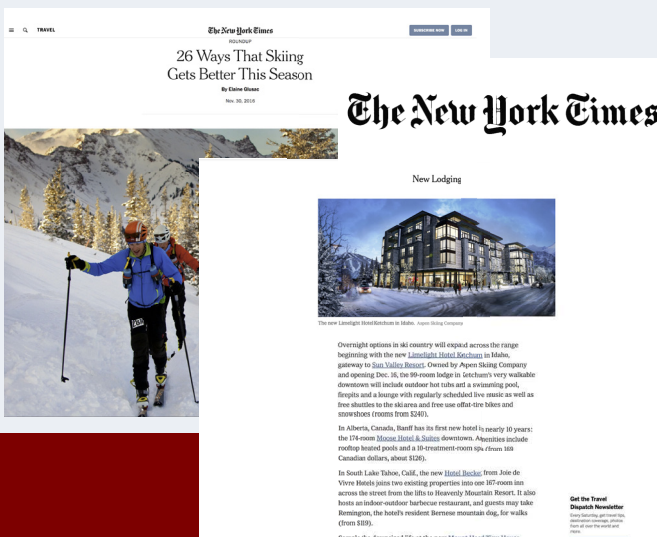
**HOTEL WITH A BEER GARDEN**

Becket's new South Lake Tahoe resort offers a unique outdoor bar with a beer garden. The resort is located in a prime location and offers a range of amenities for guests.

**HOTEL WITH A SPA**

The new Lake Tahoe resort offers a spa and wellness center. The resort is located in a prime location and offers a range of amenities for guests.

**HOTEL WITH A DOG HOUSE** The new Lake Tahoe resort offers a dog house and pet-friendly amenities. The resort is located in a prime location and offers a range of amenities for guests.



## The New York Times

New Lodging



The new Landings Inn at Mammoth. Photo: iStock.com

Overnight options in all country will expand across the range beginning with the new **Landings Inn at Mammoth**, the gateway to Squaw Valley. Owned by Aspen Skiing Company and opening Dec. 16, the 99-room lodge in Sedwick's very walkable downtown will include outdoor hot tubs and a swimming pool, fireplace and a lounge with regularly scheduled live music as well as free shuttles to the ski area and free use of fat-tire bikes and snowshoes (rooms from \$245).

In Alberta, Canada, Banff has its first new hotel in nearly 10 years: the 174-room **Hotel Elbow & Sulist** downtown. Amenities include rooftop heated pools and a 18-treatment-spa-spa-spa, 100 Canadian dollars, about \$125).

In South Lake Tahoe, Calif., the new **Hotel Becket**, from Joe de Vries Hotels plus two existing properties into one 357-room inn across the street from the lifts to Heavenly Mountain Resort. It also hosts an indoor-outdoor barbecue restaurant, and guests may take the resort's resident *Beckee* mountain dog for walks (from \$18).

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Blackhawk Mountain Salski Whistler Blackcomb, B.C. • After 10 years on the mountain, the resort is set for a new era. The Blackhawk Mountain Salski is Canada's largest resort, offering a wide range of amenities and services. The resort is located in a prime location and offers a range of amenities for guests.



Hotel Becket South Lake Tahoe

Becket's new South Lake Tahoe resort offers a unique outdoor bar with a beer garden. The resort is located in a prime location and offers a range of amenities for guests.

# Media Coverage



## Suite Spot: Hotel Becket, South Lake Tahoe

Jill K. Robinson | March 1, 2017

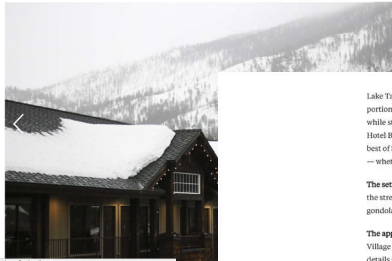


Image by iStockphoto.com

Lake Tahoe's South Shore may be more heavily visited than its northern portion. However, it's possible to take advantage of downtown convenience while still feeling as if you've found an out-of-the-way haven. Check into Hotel Becket, born of the union of two boutique hotel properties, to get the best of South Lake Tahoe — proximity to the outdoors as well as the action — whether your style is more superstar or lone wolf.

**The setting:** In the heart of the downtown South Lake Tahoe, directly across the street from Heavenly Village and walking distance to the base of the gondola, popular restaurants, bars, shops and casinos.

**The appeal:** The 167 rooms do classic Tahoe two ways: Newlyrenovated Village rooms have a contemporary design, with handcrafted architectural details such as recycled-wood doors. Woods rooms combine an alpine rustic decor with sustainable material. Despite proximity to restaurants, the hotel's Ten Crows restaurant is conveniently open for breakfast, lunch and dinner, and its Southern barbecue dishes add to the casual vibe.

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**Insider's tip:** The Borrow a Bernese program allows dog lovers to take Remington, the hotel dog, for a walk to view his favorite neighborhood highlights. With its outdoor heaters, fire pits, indoor-outdoor bar and flat-



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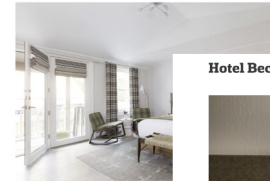


## 7 new ski hotels to stay at this winter

From pricey remodels to new builds, here's what's fresh in lodging

By Megan Burke | @meganburke | Jan 3, 2017, 2:25pm EST

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A bright room at the Park Club Inn, Vermont. | Courtesy of Park

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From San Valley to Lake Tahoe, we've rounded up all the latest and greatest in ski travel. From San Valley remodels, while others are fresh-see builds that aim to stave off the inevitable.

Image by iStockphoto.com

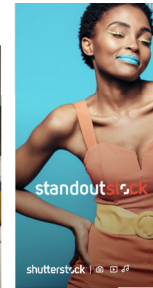
### Hotel Becket in Lake Tahoe:



A double room at the new Hotel Becket. | Courtesy of the Hotel Becket

Under the Joie de Vivre Hotel umbrella, the **Hotel Becket** in South Lake Tahoe is actually two hotels in one — a renovation merged the old Park Tahoe Inn and 968 Park Tahoe to create a single, 167-room boutique property.

Located across the street from Heavenly Village with easy access to skiing, the Hotel Becket offers newly renovated contemporary rooms with recycled wood accents and pops of hot pink and mustard yellow. There's also a ski valet service, fire pits, and even a resident Bernese Mountain Dog named Remington. Rates start at \$139 per night.



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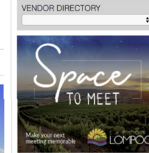
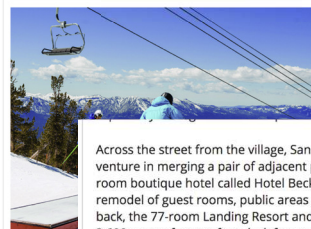
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### DIVE INTO LAKE TAHOE FOR NEW VENUES & OLD FAVORITES

BY JANET FULLWOOD FROM THE WINTER 2017 ISSUE



NEWS  
IHLA NORTHERN CALIFORNIA GALA 2019

Across the street from the village, San Francisco-based Joie de Vivre Hospitality is taking on a new venture in merging a pair of adjacent properties (968 Park Tahoe and Park Tahoe Inn) into a 167-room boutique hotel called Hotel Becket. It was set to open in December after a thematic, rustic-chic remodel of guest rooms, public areas and about 1,000 square feet of meeting space. A few blocks back, the 77-room Landing Resort and Spa, new in 2014, has in-your-face views of the lake and a 3,600-square-foot rooftop deck from which to celebrate them. Meeting space includes a ballroom and boardroom that can be combined to stage banquets for up to 100 guests. Glass walls can be retracted to let the outdoors in, and a heated tent provides an additional venue for up to 225 people (seasonally).

# COVERAGE

in outlets such as:

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