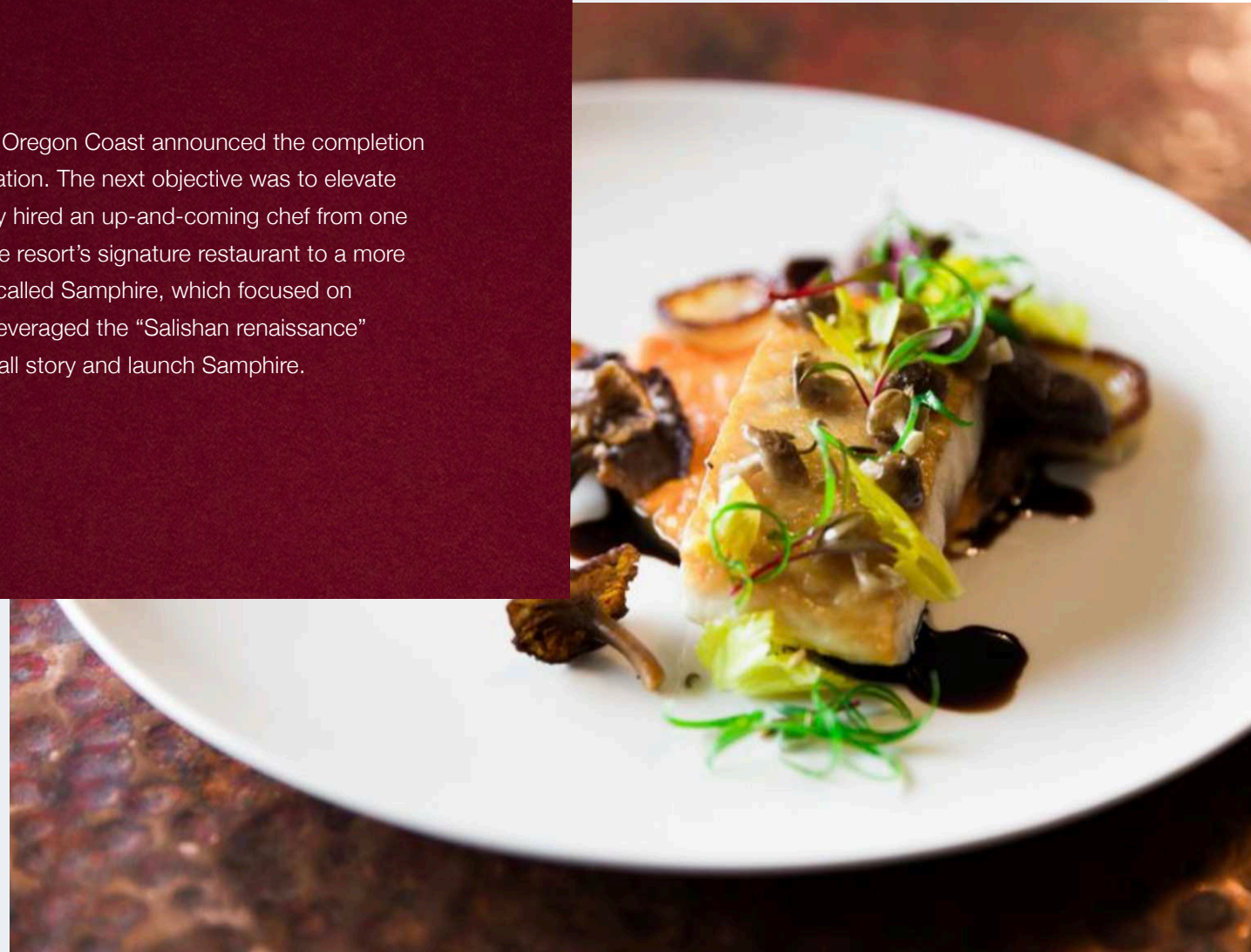


Samphire Restaurant at Salishan Resort

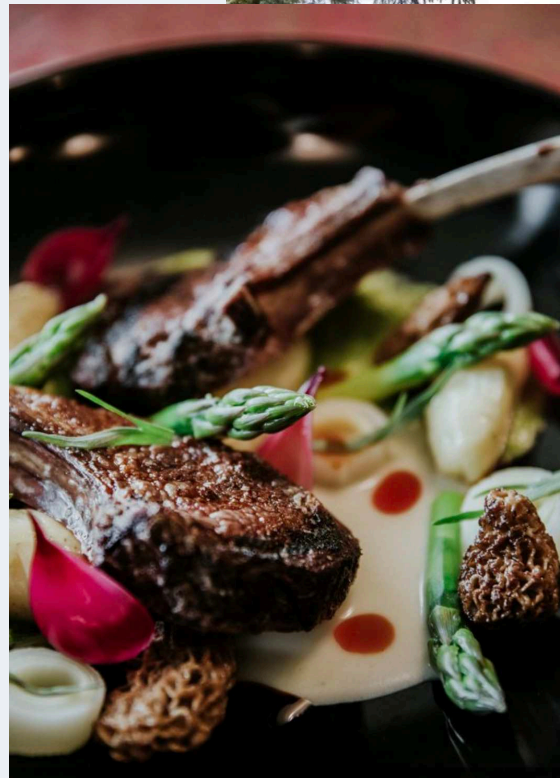
Restaurant Launch

In early 2017, Salishan Resort on the Oregon Coast announced the completion of a long-awaited, multi-million renovation. The next objective was to elevate the dining experience, so the property hired an up-and-coming chef from one of its competitors. They rebranded the resort's signature restaurant to a more approachable, but elevated concept called Samphire, which focused on "coastal range cuisine." The agency leveraged the "Salishan renaissance" message to tell both the resort's overall story and launch Samphire.



Tactics

- Hosted a media sneak preview dinner in Portland
- Created food deliveries to top culinary writers in the Portland market
- News releases announcing the new chef and restaurant
- Aggressive visiting journalist and influencer program which culminated with hosting the SATW pre-conference group, the FEAST Portland press trip and a property national media trip in fall 2017



Media Coverage

Forbes

Oregon's Classic Golf Resort Is Reborn -- Plus The Great Eclipse Of 2017

Larry Olmsted



With beautiful coastline, windswept sand dunes, and a love of outdoor recreation, Oregon has long been a surprising hotbed for destination golf resorts boasting standout courses. Today the most famous is golf-centric Bandon Dunes, developer Mike Keizer's monument to great course design, which deservedly draws golfing purists like moths to a flame. But long before Bandon, there were several other major golf resorts here, all of which have far more well-rounded non-golf offerings.

John Gray was the developer who put Oregon golf on the map, building three vacation-worthy resorts here, Sunriver, Skamania and more than 50 years ago, his very first, Salishan Spa and Golf Resort. Located two hours from Portland on the central Oregon coast, Salishan was where it all started, and after a few changes in ownership, it has been under new management for the last year and half and is experiencing a major rebirth that golfing- and non-golfing travelers - might want to keep on their radar. Especially if they love food.

(minimum two-night stay). The VP viewing experience takes place at the end of the Salishan Spit, the darkest part of the property, and features Adirondack chair seating with blankets, mimosas served in commemorative champagne glasses, coffee and transportation. The VP experience is available for an additional \$100 per person.

million-dollar renovation, and last fall the new Resorts, hired GM Steven Hurst from what is nearby, the Allison Inn, a wine country property ringed that sensibility to Salishan, where new launched and will continue to debut this year, along public areas and upscale service. One thing has not ng commitment to artwork, with paintings, about indoor spaces and around the 250-acre park- 500 original drawings, prints and watercolors

newest restaurant, Samphire, featuring coastal its reflecting the rich bounty of the region's ocean, ive Chef Andrew Garrison said (via release). "We are it peak to allow the natural flavors to come opening. Chef Garrison meticulously sourced local here. "Right now, we've selected a few partners to of local purveyors as we continue to discover the ple, Oregon's acclaimed wine making industry is pairs with locally sourced Oregon Lamb topped

wine side of the operation also includes revamped xiting restaurants, The Sun Room, Attic Lounge and n enjoy other activities, including the Audubon t golf course, high-end spa, tennis center, pool and

management, Salishan will also be among the very witness the huge 2017 solar eclipse on August 21 and viewing opportunities here. While many top it, the resort still has some availability on its Solar al VIP experience. The package includes a pair of rates beginning at \$499 per night

The Daily Meal

A Lot to Love About Coastal Oregon



Getting there

Fly into Portland, [one of America's most food-obsessed restaurant meccas](#). The 120-mile car ride from PDX to the Salishan Resort will take a couple of hours, and there's no better way to break that up than by stopping at a few wineries on the way in the fertile, alluvial [Willamette Valley](#). Argue amongst yourselves if you insist, but you're not going to find superior pinot noir anywhere else on the planet. Among the 500 plus vineyards in [Oregon Wine Country](#) you might consider stopping in for superb tastes with a stellar vista at [White Rose Estate](#). Serious wine aficionados will also want to visit the [Purple Hands Winery](#) in Dundee, where winemaker Cody Wright is producing award-winning, world-class wines.

Where to stay

The Salishan Spa and Golf Resort was our base of operations. Constructed in 1965 and recognized for its imaginative use of wood that complements the natural beauty of the coastline, the lodge is downright sexy. They've managed to contemporize the facilities without detracting from the resort's original, classic design aesthetic. This well-preserved icon is a charming wood and stone lodge that's authentically retro. I half expected Sinatra and the Rat Pack to appear at the cool, old-school Attic Lounge upstairs or by the funky indoor swimming pool.

AFAR

Salishan Spa and Golf Resort



Salishan Spa & Golf Resort is A Special Place

Salishan Spa & Golf Resort, a lifestyle hotel from Crescent Hotels & Resorts, is a beautifully revitalized property just south of Lincoln City. If you want to escape the dog-days of summer or in winter watch the natural world of Siletz Bay and take a walk along miles of ocean beach- this is the place.

Built with quality materials in a thoughtful lodge-style architecture decades ago, covered walkways wind throughout the resort taking you from your room to the common areas of the full-service covered Tennis Center (with resident pool), outdoor sport court, main lobby, fitness center and pool, conference and event areas, Samphire Restaurant, lobby and Sun Room restaurant. The incredible Salishan Spa, Slope and golf pro shop and golf course are also steps away.

Rooms are newly renovated, polished, bright and large. I stayed in the Chinook section and our private patio looked through large fire to the captivating bay across U.S. Hwy 30, perfect for sitting in the rocking chairs with a glass of wine... The food is also revitalized with Executive Chef Andrew Garrison at the helm, and along with visionary General Manager Steve Hurst they are making a name for themselves in terms of guest care and the jewel of a restaurant here called Samphire. The name Samphire is the name of a salty tasting water plant found nearby. Chef Garrison uses it frequently to ramp up the flavors in his straight-from-the-farm, sausage, cheese maker, or fisherman, in his flavorful and fresh cuisine. Tip: Samphire is so popular, book a dinner seating when you make your hotel reservation.

So head out to the gorgeous Oregon Coast soon and plan to stay here. You'll be surprised and delighted. And may not want to leave.

By Michelle M. Winer, AFAR Local Expert

36+ STORIES

written about Samphire in a six-month period in outlets such as:



Los Angeles Times



Vail Valley



Smart meetings



AND MORE

33.9M

IMPRESSIONS

online and traditional

2

TV APPEARANCES

by Chef Andrew Garrison on KGW TV

12

MEDIA/INFLUENCERS

attended Portland sneak preview dinner, representing outlets such as:

DAILY BEAST

The Oregonian



EATER

LUXE GETAWAYS TRAVEL IN STYLE

KGW8



18

MEDIA OUTLETS WERE HOSTED

as part of the FEAST Portland, SATW and property-based press trips with writers from outlets such as:

Los Angeles Times

AUSTIN FOOD

Women's Health



CIAO BAMBINO!

VOGUE

Smart meetings

via