



CoralTree Hospitality to Reopen Three Hotels This Week

DENVER – June 16, 2020 – Tom Luersen, president of [CoralTree Hospitality Group](#), today announced that the company will reopen three of its hotels this week following temporary closures caused by the coronavirus outbreak. Vivo Resort in Mexico, Hotel Del Sol in San Francisco and Terranea Resort in Rancho Palos Verdes, California all plan to welcome back guests this week. All properties will reopen with enhanced health and safety protocols as outlined in the American Hotel & Lodging Association’s (AHLA) [Safe Stay](#) industry-wide initiative.

“We look forward to welcoming back guests to several of our properties this week,” added Luersen. “We’ve taken the time over last few months to review and strengthen all aspects of our health and safety protocols across our collection. As destinations where we operate begin to reopen, we will reopen additional properties under the guidance of local government and health officials.”

Vivo Resort in Puerto Escondido, Mexico was the first CoralTree property to welcome guests back starting Monday, June 15. The resort is located on a remote shoreline with 12 miles of undeveloped beaches.

CoralTree also is opening two of its California-based properties. On June 18, Hotel Del Sol in San Francisco will welcome guests back to its urban location in the heart of the Marina District. The property offers exterior corridors and plenty of open spaces including an outdoor courtyard. The iconic Terranea Resort on the California coastline just south of Los Angeles in Rancho Palos Verdes is scheduled to open Friday, June 19. The property will offer amenities such as golf at The Links course, Resort and Vista pools, select restaurants for takeaway dining, retail boutiques and select adventure offerings for overnight guests. Both California hotels are [Clean + Safe](#) Certified by the California Hotel & Lodging Association.

CoralTree has partnered with Ecolab and AHLA to conduct a comprehensive review and enhancement of all existing high standards of service and care for a safe and comfortable stay at all properties. The AHLA Safe Stay industry-wide initiative was developed with leaders representing all segments of the hotel industry and in conjunction with public health experts, to advance best practices for protecting against coronavirus. Safe Stay seeks to change hotel industry norms, behaviors and standards to ensure both hotel guests and employee are confident in the cleanliness and safety of hotels.

CoralTree's enhanced safety protocols include low-to-touchless contact transactions, heightened high touch point disinfection procedures, physical distancing, PPE for employees, hand sanitizer stations throughout each property and more. Select properties also offer a "Wellbeing" care kit with hand sanitizer, disposable mask, gloves and wipes, upon request.

CoralTree will announce additional reopenings, as appropriate, under the guidance of local government and health officials.

Launched in December 2018, CoralTree Hospitality Group is a wholly-owned subsidiary of Los Angeles based Lowe, a real estate investment, management and development firm. Colorado-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. CoralTree was named among the top 20 hotel management companies in the U.S. after only one year of operation by Hotel Business magazine. The company currently provides hospitality and asset management services to 13 hotels and resorts in the United States and Mexico. The collection includes independent, branded and soft-branded properties such as Terranea Resort on the Southern California coast, Vivo Resorts in Mexico, Hotel Lincoln in Chicago, Hotel Vitale in San Francisco, Sunriver Resort in Oregon and Ptarmigan Inn in Steamboat Springs, Colo. The company also is overseeing the creation of The Eddy Hotel in Golden, Colo. which is scheduled to open in 2021. For more information on CoralTree, visit www.CoralTreeHospitality.com.

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For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coraltree.intelligencebank.com>