

LODGING

ON THE MONEY

8 HABITS OF EFFECTIVE HOTEL INVESTORS

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FROM AWARD-WINNING BRANDS

JOHN BORTZ
CHAIRMAN AND CEO
PEBBLEBROOK HOTEL TRUST

The Gates Hotel Key West Guestrooms

FOCAL POINT

Each guestroom showcases the work of award-winning Key West landscape photographer Jorge de la Torre. "I love the idea of using somebody local," Henzlik says. "He captured so many special places in the islands down there. It felt very authentic as opposed to shipping something in or doing something that was more expected, like scenery paintings."

FEELS LIKE HOME

To avoid a mass-produced feel, Henzlik sourced furnishings from residential vendors, such as the coffee tables, lamps, and beds. "All the beds are handmade in Georgia, so they are not something you could find, buy, or see anywhere else."



THOUGHTFUL DESIGN

In addition to creating visual appeal, Henzlik wanted the rooms to be functional. For instance, the sleek bathroom vanity has ample shelf space for guests to stash their toiletries. "That's where a lot of boutique hotels fall short," she explains. "They are trendy or interesting from a design piece, but then they don't play out on the function side as well."

INSPIRED BY THE VIBRANT YET RELAXED LIFESTYLE of Key West, Fla., The Gates has the feel of an ocean home. The 245-room independent hotel, under the ownership of Highgate Hotels, is set to open on the island in April. To achieve a residential look, interior designer Andrea Henzlik of AHD in Atlanta, Ga., started with monochromatic minimalism and infused it with splashes of color. The guestrooms have a rustic modern vibe, with exposed whitewashed beams, custom platform beds made of hand-washed cypress, and textured woods to add warmth. "We wanted to do something that was authentic and true to Key West but still new and different from anything they had down there," Henzlik says. 📸