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FOR IMMEDIATE RELEASE

Waterton Announces Official Launch of Outbound Hotels Brand

*Value-Add Repositioning Curates Authentic
Lodging Experiences for Active-Lifestyle Travelers*

CHICAGO (September 11, 2023) — [Waterton](#), a Chicago-based national real estate investor and operator, announced the official launch of its new [Outbound Hotels](#) brand, a collection of locally-minded hotels offering differentiated lodging options for lifestyle travelers seeking outdoor-inspired experiences in boutique settings. From Yosemite National Park and Jackson Hole, WY to the vistas of Mammoth Lakes, CA and the bucolic Green Mountains of Vermont, every Outbound Hotels-branded property gives visitors a curated connection to the outdoors.

“Outbound Hotels expands the traditional hospitality model,” said David Schwartz, CEO and chairman of Waterton. “Our portfolio of hotel properties creates lifestyle-oriented lodging options in destinations that provide year-round opportunities to connect adventure-minded visitors and locals to the outdoors. Local ambiance is often lost in today’s lodging products so we’re flipping the script to create authentic, experience-based destinations in select markets where contemporary, boutique options don’t exist.”



The vision for the Outbound Hotels brand began with Waterton’s acquisition of The Virginian Lodge in Jackson Hole, WY in 2020. Acquired in partnership with Jackson, Wyoming-based Orion Companies, it has been rebranded as The Virginian Lodge, an Outbound Hotel. The Outbound portfolio – operated by Springboard Hospitality -- was expanded in 2021 with the acquisition of Outbound Mammoth (formerly the Sierra Nevada Resort) in Mammoth, CA, and Towne and Country Stowe in Stowe, VT, acquired by Waterton in March 2023.

Most recently, Waterton partnered with Argosy Real Estate Partners to bring its re-positioning and re-development acumen to a 17-acre Qualified Opportunity Zone site in Oakhurst, CA just south of the main gate to Yosemite National Park. The property will be developed as Outbound Yosemite Resort, a 135-key outdoor-inspired, lifestyle hotel consisting of 108 new vacation rental cabins and 14 hotel rooms located above an expansive 12,500 square-foot clubhouse, in addition to the 13-key boutique hotel currently on the site.

“Outbound Hotels properties are well-positioned to meet the aesthetic and local-activity-focused Millennial and Gen Z cohorts while appealing to a broad demographic of travelers,” said Matt Mering, executive vice president of hospitality at Waterton. “Additionally, the long-term fundamentals and market dynamics in the selected markets are well-suited for our lodging strategy, as outdoor-inspired travel has become an increasingly attractive option. Together with our partners, we are committed to creating a compelling lodging experience that we believe will surprise, delight and connect visitors to some of the most attractive national park, mountain, beach and ski towns.”

Every Outbound Hotels-branded property is a place for travelers to disconnect so they can reconnect with nature and offers an alternative lodging option that embraces its surroundings. Conveniently located near town centers and cultural hubs, each property immerses guests in the surrounding community where they can hike, bike, ski, climb, swim or just unwind with a local flair creating a cohesive connection between the guest, the property, and the surrounding area. From music, art and culture to sought-after outdoor experiences, Outbound Hotels brings a thoughtful suite of amenities – on- and off-property – to every traveler.

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About Outbound Hotels:

Outbound Hotels seeks to redefine alternative lodging in nature, making it easy for people to access extraordinary outdoor destinations without sacrificing the amenities and design modern travelers need and want. Guests can hike, bike, ski, climb, and swim all day and retreat to the comfort and camaraderie of Outbound Hotels. Passionate about going the extra mile to create distinctive harmony between its properties, surrounding environment, and communities, Outbound Hotels respects the places and people it serves. Current properties include The Virginian Lodge, an Outbound Hotel, in Jackson Hole, WY, and Outbound Mammoth, in Mammoth Lakes, CA. Discover the perfect blend of adventure and comfort with Outbound Hotels. www.outboundhotels.com

About Waterton :

Waterton is a real estate investment and property management company with a focus on U.S. multifamily and hospitality properties. Founded in 1995, Waterton executes value add strategies and manages a national portfolio of properties on behalf of institutional investors, family offices and financial institutions. Waterton is privately held and is headquartered in Chicago with regional teams throughout the United States. As of June 30, 2023, Waterton’s portfolio includes approximately \$10.8 billion in real estate assets. Visit Waterton’s website: www.waterton.com.