



# ARCHER®

AUSTIN

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**Most Anticipated Texas Hotel of 2016 to Open Late Summer:  
ARCHER® Hotel Austin to Debut at Domain Northside and Promises  
Anticipatory Service, Sophistications, Surprises and Sensational Texan  
Touches Throughout**

**Second Bar + Kitchen, Sweeping Views from Terrace Bar, Turndown Ritual,  
Wall Coverings Born from Leather Belts, Storied Art Collection, Home-like Bedrooms with  
Six Design Palettes and Canopied Guestroom Balconies with Fireplaces  
Make this New Boutique Hotel a Must-Visit**

**Celebratory Opening Rates of Up to 20% Off Stays  
Booked by September 26 for Travel through February 2017**

Austin, TX – July 12, 2016 – [ARCHER Hotel Austin](#), a luxury boutique, new-build hotel at Domain Northside, and one of the most anticipated Texas hotel debuts of the year, will open late summer. The 171-room, eight-story property has an abundance of local touches infused within the décor and programming; there is no mistaking that ARCHER has a deep appreciation of Texan roots. In tandem with the hotel opening comes Second Bar + Kitchen, ARCHER's signature restaurant from La Corsha Hospitality, under the direction of acclaimed Chef David Bull, who will also oversee the food and beverage for the 16,500-plus square feet of meeting and event space. ARCHER Austin promises anticipatory service, thoughtful surprises and incredibly thought-out details from the wall coverings born of leather belts to the storied art collection featuring many local talents, a turndown ritual, balcony throws and in-room books. This is the second property in the growing ARCHER collection, brought to life by LodgeWorks Partners, L.P., the owners and developers of this hotel and the growing brand. ARCHER Austin has big boots to fill alongside its sister hotel, ARCHER New York, which opened in May 2014 and consistently ranks in the top five percent of all NYC hotels on TripAdvisor.

LK Architecture is the brainchild behind the design fusion that makes for an eclectically stunning vision spanning the six design palettes across the 96 guestrooms and 75 suites. Texas chic – a designer dress paired with the perfect cowboy boots – was the inspiration to make ARCHER Austin

luxurious, yet casual. The design is certainly in the details at ARCHER Austin. A surefire contemporary expression of the Western culture are the reclaimed leather belts – hailing from all across the country – that are showcased behind the front desk and at the head of the beds in a sprawling eight-by-six-foot display in the King Patio Suites.

ARCHER Austin's intention is to truly make guests feel at home. Just as you would offer a guest a drink and allow them to use your internet connection, the hotel provides complimentary bottled water, a handmade salted caramel treat from Wyeth Patisserie and free Wi-Fi throughout. Then of course there is the bedtime turndown treat, an eight-item rotation of locally sourced items such as chocolate crunch bark from Crave Artisan Chocolate, Fat Belly manchego-chili pretzels, white chocolate tart cherry popcorn from Bakery Dulcinea and a number of house-made items from pastry chef Michelle Arcilla Hall. The most welcoming touch is the staff who is undeniably sincere when they ask, "Is there anything else I can help you with?" These are just some of the thoughtful gestures to make guests feel as if they are visiting an in-the-know, well-connected, yet incredibly modest, friend.

With many nods to its home state, ARCHER will feature Austin-based products from Zhi Teas alongside the in-room Nespresso coffee experience and Kid in ARCHER Gifts from Toy Joy. The curated art collection is the hotel's way of showcasing the creative soul of Austin, with many local artists' works featured across murals, photographs and even a neon sign that says "*Hey Baby Que Paso,*" made famous by the Texas Tornados song, is sure to be one of the most photographed spots in the hotel.

This residential theme carries over into the design as well. Each of the varying guestroom layouts is being designed to have a different feel, with six design palettes. Just as no two bedrooms in a home would be alike, the feel of ARCHER's "residences" is meant to offer a variety of experiences across the accommodations. Following the lead of its sister property, ARCHER New York, this is thought to be an unprecedented design move for hotels of this size. Canopy beds, varying headboards and footboards, large free-standing soaking tubs (with Texan rubber duckies, of course), and sliding glass doors creating indoor/outdoor spaces, are just some of the details that make ARCHER Austin unique from room to room. All bathrooms feature porcelain tile that gives the look of weathered wood. The king guest rooms feature four different distinct Austin murals behind the headboards, ranging from the iconic Sixth Street to a cluster of handmade custom cowboy boots from a famed Texas boot company.

The prospective guest demographic – 80% individual travelers and 50% female – have played into consideration for room layouts, from terraces complete with fireplaces overlooking the Domain Northside plaza to accommodations with two double king beds, perfect for girlfriend getaways are rare finds in the hospitality space. The double kings also offer lighted full-length mirrors. Other features of the guestroom include bathrooms with a walk-in shower, Malin+Goetz bath amenities, Frette bathrobes, his/her slippers, work space, laptop safe, in-room refreshment bar, 49-65" HDTVs and device docking station. Five-star bedding with plush mattress, 100% cotton linens, down duvet and a selection of down pillows will make for a wonderful night's sleep while the in-room Nespresso® coffee experience makes mornings more enjoyable.

The outdoor space will be as inviting as the interiors when it comes to the king and one-bedroom den balcony suites boasting fireplaces on the canopied balconies. Built from Texas limestone, these gas-burning fireplaces sport rough faces and an ashlar pattern of varied sizes of square and rectangles. On the third floor, king suites are complemented by sprawling patios (nearly 200 square feet) that are adorned with trellises overhead that will become covered with greenery as the trees grow. Select suites have two-sided, wrap-around balconies with exceptional views of Domain Northside. A special balcony menu and signature plush cowhide throws, are a few additional touches that set these unique spaces apart. ARCHER's Den is fitted with books including *Austin City Limits*, *Texas BBQ* and *Tipsy Texan: Spirits and Cocktails from the Lone Star State*, perfect for in-room entertaining in tandem with the in-room wet bar. From pillows by Austin's own Katie Kime to a selection of games, there are many standout details that will make the ARCHER Den one of the most sought-after reservations in the house.

ARCHER loves for guests to socialize and mingle; the design details and touches in the public spaces have a linger-a-bit longer way about them. The lobby has an inviting fireplace and impressive 30-foot mural that is complimented by the broken-face, smooth-top, hand-laid patio limestone underfoot. A stone-clad grand staircase with floating glass handrails leads guests to the second floor event and meeting space. A jaw-dropping, 18-foot custom chandelier marries iron and crystals, setting the stage for the rustic luxury that is ARCHER Austin. Then there is the pool. An unpredictable circle with a star-shaped form on the bottom, accompanied by the grandest fire feature on property - a fireplace measuring 18 feet with a firebox that occupies more than half of it, adjacent to the seasonal pool bar. Soft seating areas, fabric-laden cabanas with day beds, tables and lighting, make for a wonderful semi-private alfresco space to enjoy the sweeping views of Domain Northside.

ARCHER Austin will boast over 6,600 square feet of indoor meeting space, with ceilings reaching a height of 17 feet, 2,400 square feet of pre-function space and another nearly 2,500 square feet of outdoor space on the second floor terrace, with a pool deck of 5,000 square feet, bringing its total event space to over 16,500 square feet. Five meeting rooms and two breakout rooms can accommodate groups ranging from 10 to over 300. In addition, there is a boardroom that will seat up to 10, perfect for C-level meetings and exclusive incentive trips. There are dramatic sliding glass walls between the function space and outdoors, leading to alfresco seating and a fire pit off of the pre-function area. The culinary talent of Chef David Bull will flow into the impressive event space, offering dinner seating for up to 350 people. For larger groups the hotel's indoor and outdoor areas combined can accommodate 850-plus guests.

ARCHER Austin will be a key component of The Domain's latest phase, Domain Northside, which is bringing a host of new best-in-class retailers and restaurants to the 300-acre upscale mixed-use development. ARCHER will be located directly across from the new Nordstrom store, and will be just steps away from the development's vibrant dining and entertainment district, Rock Rose. LodgeWorks Partners, L.P., a privately-held hotel development and management company with a rich history in noteworthy openings, has partnered with Domain Northside's developer, Austin-based Endeavor Real Estate Group, to bring the luxury hotel to life.

To celebrate its debut ARCHER Austin has unveiled a grand opening special of 20% off best available rates. Nightly stays start from \$249 and come down to \$199 with the opening promotion. This is

valid on all reservations booked before September 26, 2016 for travel through February 28, 2017 on the [hotel's website](#). For more details please visit <http://archerhotel.com/austin>.

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#### **LODGEWORKS**

LodgeWorks Partners, L.P., is a privately held hotel development and management company with an extraordinary pedigree as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 30 years. The company launched the ARCHER® Hotel boutique collection with a May 2014 New York City/mid-town Manhattan debut, with properties in downtown Napa and Florham Park, NJ underway and plans for others to be announced in the coming months. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hampton Inn®, HYATT House®, Hyatt Place®, Aloft®, and Hilton Garden Inn®. For more information, please visit [www.lodgeworks.com](http://www.lodgeworks.com).

#### **DOMAIN NORTHSIDE**

Domain Northside is the latest evolution in North Austin and the 43-acre community will consist of 600,000-square-feet of first-to-market brands, diverse retailers, and restaurateurs, culminating in a grand opening celebration in September 2016. Domain Northside, which includes the Rock Rose entertainment district, is intended to be an Austin neighborhood that is mindful of both its tenants and the unique community it resides within. Thoughtfully created by design, Domain Northside brings together many of Austin's best homegrown names with a list of best-in-class brands and first-to-Austin experiences. Fashion, home interiors, beauty, dining, and nightlife—it will be the perfect place to call home, stay the night, spend the day, enjoy the community, and cultivate the uncommon vibe that keeps Austin unique. For more information on Domain Northside, please visit [www.domainnorthside.com](http://www.domainnorthside.com).