

SOMEWHERE INN[™] CALABOGIE

MEDIA KIT 2021

CALABOGIE, ONTARIO

5254 CALABOGIE RD.



OUR STORY

“When you turn onto the country road and find yourself immersed in the smells and sounds of nature, your stresses just roll off your back.”

JOEL GREAVES,
CO-FOUNDER & CEO

“We approached the design based on how we wanted people to feel: warm, taken care of, part of a strong community and immersed in the natural environment. We want to give guests an unforgettable experience with unexpected touches.”

KERI MACLELLAN
& ANDREA PIERRE,
CREATIVE DIRECTORS

Welcome to Somewhere Inn Calabogie, a four-season travel destination in the heart of the Ottawa Valley. Inspired by and designed for the adventure-seeking traveller, Somewhere Inn fosters a close connection to nature and invites guests to unplug, relax and wake up wild.

Somewhere Inn was created by husband and wife team Joel Greaves and Devon Vaillancourt, who wanted to find a way to extend the sense of relaxation and community experienced at the Muskoka cottage they re-designed together in 2017. After 12 years of intense corporate work, Joel made the move from Toronto to Calabogie to pursue his passion for hospitality and the great outdoors. He hoped to create a place where anyone could kick back, discover the beauty of Ontario and spend time with the people they love.

To help realize this vision, Joel and Devon brought in longtime friends Keri MacLellan and Andrea Pierre of [Westgrove](#). Together, they have re-imagined the roadside motel experience, providing boutique accommodations in an unexpected and idyllic setting.

Nestled amongst generous ski hills, canopied hiking trails and clear blue lakes, Somewhere Inn is a gateway to exploring all that the Ottawa Valley has to offer. The grounds are also located just moments from the buzzing breweries and restaurants of Calabogie, Ontario—a small town with huge heart. Inspired by modern Scandinavian cabins and the surrounding Canadian woods, the 11-room motel has been designed with experience, community and comfort in mind. From check-in to beyond check-out, guests are treated to memorable moments and small, thoughtful touches that encourage connection to the outdoors and to one another.

The safety of our guests, team and community is our top priority. Please visit somewhereinn.ca to learn more about our extensive COVID-19 protocols and precautions.

DETAILS & AMENITIES



Somewhere Inn Calabogie features **11 beautifully-designed rooms**, each with a small **kitchen** area, **gas fireplace** and **lounge**.

Guests can sleep easy on Canadian-made **Endy mattresses**, chosen specifically to maximize comfort.

3 x	Calabogie King Room with free-standing soaker tub
4 x	Calabogie King Room with desk area
3 x	Couple of Queens Room with two Queen beds
1 x	Somewhere Super Suite with king bed and two bunk beds (Double bottom, Twin top)—perfect for a family vacation, or group getaway

Situated in the heart of the **Ottawa Valley**, Somewhere Inn is only minutes away from all-season activities, including hiking, skiing, dirt biking, ATVing and more.

— Somewhere Inn Calabogie is located approximately **one hour by car** from Ottawa, three hours from Montreal and four hours from Toronto

— Guests are invited to visit the **Bottle Shop**, curated by [Gibson & Co.](#) and stocked with Ontario craft beers, wines and snacks

— Communal **fire pit lounges** are placed across the grounds and lawn games are available in the lobby

— We're working with Calabogie's own **Oh-el-la Café** to offer mouthwatering breakfast options, delivered to your door

— Somewhere Inn Calabogie is entirely **dog friendly**—furry companions are encouraged

— Our purpose extends beyond our guests—we have taken the **1% for the Planet** pledge to commit a portion of revenue to organizations working toward environmental solutions

— Somewhere Inn is on the hunt for **local food trucks** interested in operating on site. Do you have a food truck? [Contact](#) our team today.

OUR TEAM & COLLABORATORS

“Simply put, we’re just a bunch of friends trying to create something beautiful and special.”

DEVON VAILLANCOURT

JOEL GREAVES, CO-FOUNDER & CEO

Joel is the founder and CEO of Somewhere Inn, a new nature-inspired hospitality brand. Somewhere Inn is an intersection of several passions for Joel: travel and hospitality, the great outdoors, and mental health advocacy. For him, the company was born out of the idea that leaving urban environments to spend extended time in nature with friends and loved ones is critical to our well-being.

A BComm graduate of Queen’s University, Joel started his career in the Telecom industry where he led several product and marketing teams over the span of 12 years. In parallel, Joel quietly became a serial entrepreneur, purchasing Toronto-based luxury property maintenance company Zebrano Concierge in 2016, and building a successful luxury cottage rental in Muskoka.

In early 2021, Joel made the decision to leave Telecom to pursue a lifelong dream of becoming a full-time entrepreneur. After closing an angel-backed raise Joel moved to Calabogie, joining a growing community of like-minded entrepreneurs, and began working on Somewhere Inn.

DEVON VAILLANCOURT, CO-FOUNDER & VICE PRESIDENT, GUEST EXPERIENCE

Having begun her career as a Virtuoso travel agent, Devon is no stranger to developing luxury travel and hospitality experiences. Inspired by her love for the Canadian outdoors and upscale experiences Devon has re-envisioned hospitality, developing a casual, yet refined approach that brings warmth to every guest interaction. Under her direction, every detail of the guest journey has been considered, from booking and arrival to food, drink, and local experiences.

In addition to her role at Somewhere Inn, Devon is also President of Zebrano Concierge, a Toronto-based luxury home and lifestyle concierge service.

ANDREA PIERRE & KERI MACLELLAN, CREATIVE DIRECTORS

Andrea and Keri are the Creative Directors of Somewhere Inn Calabogie. They took on the role to help realize Devon and Joel’s vision for this property and beyond. Approaching the design of all guest rooms, lobby and bottle shop and exterior grounds with the brand’s core values in mind, they have considered every detail so that guests don’t have to. In addition to transforming the motel, they have assembled a team of creatives across different disciplines including branding, social media, PR and strategic partner relations to ensure the Somewhere Inn brand remains consistent, effortless and on-point at every touchpoint.

Alongside their role as creative directors at Somewhere Inn, Andrea and Keri own and operate Westgrove, a design firm specializing in interiors. With an ethos of pursuing unique opportunities to create noteworthy spaces and experiences, the opportunity to join the Somewhere team was a no-brainer.

To request an interview, please reach out to jaime@somewhereinn.ca.

We are thrilled to be collaborating closely with value-aligned Canadian brands, including:



THE SPACE

DOWNLOAD IMAGERY



A - CALABOGIE KING ROOM



B - SUPER SUITE



C - COUPLE OF QUEENS



D - CALABOGIE KING WITH TUB

SOMEWHERE INN[™] CALABOGIE

MEDIA KIT

PRESS INQUIRIES

Please contact:

Jaime Eisen, PR & Partnerships

jaime@somewhereinn.ca

