

# SOMEWHERE INN<sup>®</sup> CALABOGIE

## MEDIA KIT 2023-2024

CALABOGIE, ONTARIO

5254 CALABOGIE RD



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# OUR STORY

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**“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,  
DESIGNERS

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.

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# DETAILS & AMENITIES

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

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3 x	<b>Calabogie King Room</b> with freestanding soaker tub
4 x	<b>Calabogie King Room</b> with desk area
3 x	<b>Couple of Queens Room</b> with two queen beds
1 x	<b>Somewhere Suite</b> with king bed and two bunk beds (queen bottom, twin top)—perfect for a family vacation, or group getaway

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Situated in the heart of the **Ottawa Valley**, Somewhere Inn is only minutes away from all-season activities, including hiking, skiing, beach hangs, time on the water, cycling, snowmobiling and more.

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

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Our Lobby doubles as a **Wine Bar** and is stocked with diverse selection of low-intervention, organic, and biodynamic wine from all over the world. Our menu of **small plates and snacks** is sourced with local ingredients, each designed to complement the flavours of the wines on offer. Breakfast is available upon request and is, delivered to your door each morning.

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Communal **fire pit lounges** are placed across the grounds and lit nightly all year long. During the warm months, weekends feature complimentary Yoga and **Movie Nights Under the Stars**.

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

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Guests enjoy access to the Calabogie Lake via Barnet Park featuring a gently sloping **fresh-water sand beach**, located just a two minute walk from Somewhere Inn.

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Our purpose extends beyond our guests—stays at Somewhere Inn do **good for our people, community and planet**. To find out more visit our [website](#).

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# OUR TEAM & COLLABORATORS

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## 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 purchased the property in Calabogie, joining a growing community of like-minded entrepreneurs, and began working on Somewhere Inn. He currently resides in Toronto.

## ANDREA PIERRE & KERI MACLELLAN, DESIGNERS

Andrea and Keri are the Designers of Somewhere Inn Calabogie. Approaching the design of all guest rooms, lobby, and wine bar with the brand's core values in mind, they have considered every detail so that guests don't have to.

Separately, 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.

## DEVON VAILLANCOURT, CO-FOUNDER & VICE PRESIDENT

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.



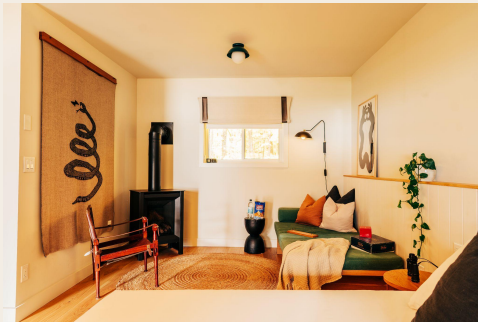
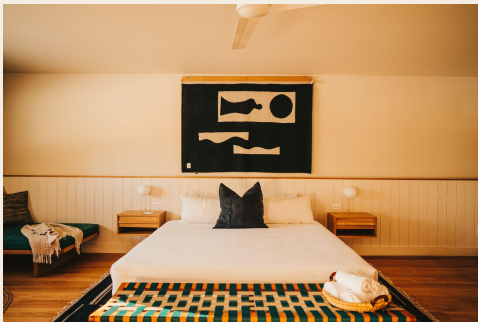
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Somewhere Inn is made stronger by partnerships with value-aligned Canadian collaborators and tourism operators:

Gibson & Co, Oh El La Cafe, On the Rocks Restaurant, White Water Brewing, Neat Cafe & Concert Venue, Tom Irwin Adventure Tours, Ottawa Valley Tourism, Ontario Highlands Tourism, One Tree Planted, Indeks Studio



# THE SPACE



ROOMS



GROUNDS



WINE BAR



LOUNGE & MEETING SPACE

# SOMEWHERE INN<sup>®</sup> CALABOGIE

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MEDIA KIT

## PRESS INQUIRIES

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