

# SOMEWHERE INN<sup>TM</sup>

## CALABOGIE COLLINGWOOD

### MEDIA KIT 2024-2025



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# OUR STORY

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**“When you turn onto the rural 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,  
WESTGROVE DESIGN

Somewhere Inn is a boutique hotel developer and operator with locations in Calabogie and Collingwood, Ontario. Inspired by and designed for the adventure-seeking traveller, Somewhere Inn fosters a close connection to nature and invites guests to unplug, relax and disconnect from everyday life.

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 their 20s. In 2021, 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, opening Somewhere Inn's first location: a converted retro motel. He imagined a timeless and authentic space where locals and travellers alike could kick back, discover the beauty of Ontario and spend time with the people they love.

In Winter 2024, Somewhere Inn will expand to its second location in Collingwood: a historic century home turned boutique hotel.

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.

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

# CALABOGIE DETAILS & AMENITIES



A revived 1970s boutique motel 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.

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

3 x	<b>Calabogie King Room</b> with freestanding soaker tub 408 sq ft
4 x	<b>Calabogie King Room</b> with desk area 408 sq ft
3 x	<b>Couple of Queens Room</b> with two queen beds 408 sq ft
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 580 sq ft

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

— The Lobby doubles as a **Wine Bar** and is stocked with diverse selection of low-intervention, organic, and biodynamic wine from all over the world. A 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 guests' doors each morning.

— 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**.

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

— 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. The grounds are also located just moments from the buzzing breweries and restaurants of Calabogie, Ontario—a small town with huge heart.

# CALABOGIE SPACES



ROOMS



GROUNDS



WINE BAR



LOUNGE & MEETING SPACE



# COLLINGWOOD DETAILS & AMENITIES



A century home turned boutique hotel steps from downtown Collingwood and minutes away from Blue Mountain. Somewhere Inn is your gateway to exploring Ontario’s most sought after four-season playground.

Somewhere Inn Collingwood features **10 boutique rooms**. Paying homage to their century-old history and the inexpressible beauty of the Blue Mountains, the rooms blend old and new with moody ensuites, vintage loungers, bespoke furniture and restored original flooring. TVs were purposefully excluded from the design to encourage guests to get outside for nature filled afternoons.

7 x	<b>Signature King Room</b> 200 sq ft
3 x	<b>Luxury King Room with Freestanding Tub</b> 250-300 sq ft

Somewhere Inn Collingwood is located approximately **two hours by car** from the Greater Toronto Area.

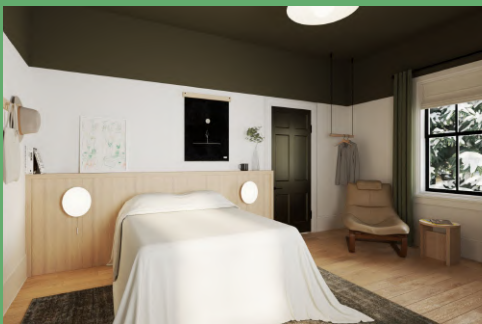
Designed with a diverse mix of old and new, the **Lobby Bar** is the beating heart of our hotel: morning cafe, a laid back afternoon hang-out, wine bar and late-night haunt. Locals and travellers alike are welcomed for simple-breakfast, all-day shareable bites, natural wines, and locally sourced deserts.

Situated on an oversized, tree-canopied double wide lot, the grounds are a place to disconnect with communal fire pits, **thermotherapy circuits** including Saunas and cold plunges (coming Spring 2024), and loungers scattered throughout.

Somewhere Inn is a **3 minute walk Downtown Collingwood’s** main street with its eclectic mix of historic buildings, trendy restaurants, bars and breweries. The hotel is steps away from Georgian Bay and and only a 15 minute drive from Blue Mountain. **Fomo doesn’t exist here.** Guests are encouraged to move at their own pace and do as little or as much as they’d like.

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

# COLLINGWOOD SPACES



ROOMS



GROUNDS

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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 and began building the Somewhere Inn brand. He currently resides in Toronto.

## WESTGROVE, DESIGNERS

Andrea Pierre and Keri McLellan 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 help with Somewhere Inn 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 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, Ottawa Valley Tourism, Ontario Highlands Tourism, One Tree Planted, Indeks Studio

# SOMEWHERE INN<sup>TM</sup>

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MEDIA KIT

## PRESS INQUIRIES

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