

Nifty Fifty

Portland hotel gets revitalized with \$7 million in renovations

By Jen McCabe



With travel spending reaching a staggering \$3.6 Billion in Portland, Oregon last year, tourism is one of the biggest industries in the state. Walk around downtown Portland and you'll find that there are more people attending conventions, shopping at our amazing retail businesses and enjoying Portland's cuisine, parks and vistas. To put it simply, the hospitality industry is BOOMING in the City of Roses

In November of last year the former Starwood-operated, Four Points Sheraton hotel was purchased as a flagship destination by OlyIDA Hotels LLC, a joint venture partnership between Coastal Investors, IDA Riverfront and an affiliate investment company of Olympic Investors. Slated for a \$7 million renovation, the newly christened **'Hotel Fifty'** kept its doors open. As with most business ventures, things always take a bit more time and money than you originally budget for, and Hotel Fifty is not an exception to this rule.

Director of Sales at Hotel Fifty, Debbie Young, is happy to report that besides a few final decorating touches, the renovation of the hotel's interior is now complete. It has been a long process for her and the rest of the convivial staff at Fifty. In a few weeks the final stage of the renovation, the revamping of the exterior of the mod late-1950's building will take place. A fresh coat of paint, colorful LED lighting, cool new signage, thoughtfully designed landscaping and some small changes to the onsite guest parking lot will see this arduous project to completion.

Hotel Fifty has been remodeled from head to toe. The 140-room full-service boutique hotel now touts competitively priced luxury accommodations for business and leisure travelers. Included in the long list of amenities each room offers: quality linens wrapped around plush topped beds enhanced with memory foam, wall-mounted 42" plasma HD TVs with on-demand movies and docking stations for portable mp3 players. Soon each room will come equipped with technology that can connect your portable media devices to that big HDTV. Guests will be able to watch their DVDs or relax in their comfy bed while conducting business on a 42" screen while utilizing the complimentary high-speed wired and wireless internet access that is available throughout the hotel's property.

If you want to add some more space and entertaining options to your Portland retreat, you can book Hotel Fifty's luxurious **one-bedroom suite**. This room has all the amenities of the regular guest rooms plus a parlor room with an additional 37" plasma HDTV, a large plush L-shaped sectional sofa, a dining table that seats four and a roomy marble tiled bathroom with a large walk-in



glass shower and separate soaking tub. The only downside to staying in the Hotel Fifty suite is that you are likely to feel so relaxed and pampered that you never leave your room to check out all the city of Portland has to offer.

Through the process of construction there have been a few unhappy clients, but far outweighing those numbers are the happy travelers who vow to return again to what they claim to be the most comfortable beds, the friendliest of staff and the delightful food and ambiance at the hotel's restaurant, **H5O Bistro & Bar** run by Chef Nicholas Yanes.



The focal point of H5O is the series of wall length windows offering a view of the **Willamette River** and **Tom McCall Waterfront Park**. The beautiful modern fireplace feature sets a cozy and romantic tone in the bar that locals and travelers alike can enjoy while drinking a Pom Pilot (**Aviation Gin**, Chateau Pomari, Fresh Lime & Sparkling Soda) or sipping Riedel glasses full of one of the 800+ bottles of wine showcased in the dining room. Chef Yanes boasts a menu of primarily local and/or organically grown ingredients, always promising the best of what is available for his diners. The name and design are reflections of the commitment to creativity and balancing chemistry between ingredients. Signatures of the chef's style include foams, absinthe and keeping up with trends in **molecular gastronomy**.

H5O Bistro & Bar serves meals Monday through Thursday from 6:30 a.m. to 10 p.m. and stays open until 11 p.m. on Friday. Saturday hours are 8 a.m. to 12 p.m. and 4:30 p.m. to 10 p.m. Lunch service is offered on weekdays only. For more information about H5O, please visit www.H5Obistro.com or call 503.221.0711



There are a lot of options when picking a hotel in Portland, but Hotel Fifty has everything you'll need for your stay, plus some extra comforts to make your business or leisure trip much more relaxing while you check out all that the city has to offer.

Call or email Hotel Fifty for more information on special packages and discounts, services offered for business travelers, trip planning or to make your reservations.

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