



## THE TIDES BEACH CLUB IN KENNEBUNKPORT TO OPEN MAY 2011

*Southern Maine's Only Beachfront Boutique Hotel  
Featuring Suites with Furnishings by Jonathan Adler*



KENNEBUNKPORT, ME (February 22, 2011) – When it opens on May 26, 2011, The Tides Beach Club will usher in a new era of “seaside chic” hospitality in Kennebunkport with front-porch ocean views, a stylish social vibe and exclusive access to the pristine Goose Rocks Beach, a three-mile expanse of white, sandy coastline.

Kennebunkport Resort Collection, who brought the famed Hidden Pond to this vibrant resort community in 2008, has completed a transformation of the Victorian *grand dame* hotel into a casually elegant beach-style resort while retaining many of the classic architectural elements of the 100-plus year-old property. With a strong focus on contemporary coastal décor emphasizing crisp natural tones of tan and white and accented with pops of color to complement the surrounding seascape, The Tides Beach Club will feature two suites furnished by the Jonathan Adler Company, each with unobstructed ocean views and private decks.

These special suites, Ocean and Sea, marry Adler’s “groovy” design aesthetic within a classic coastal New England experience. The design and décor convey his happy chic sensibility with expert color combinations in various shades of blues and browns with accents in green and orange – with iconic Jonathan Adler furniture and furnishings, including brightly upholstered headboards for each king bed, 400 thread count sheeting, Peruvian wool textile pillows, bright white lamps against navy and white wallpaper in one suite and a turquoise wall in the other, zebra-styled rugs and a selection of decorative pottery.

The Tides Beach Club has 21 rooms, many with ocean views and all with luxurious appointments such as plush robes, custom bath amenities, flat screen televisions and pillow top bedding. Offering complimentary breakfast daily and free bike rentals, the hotel provides a full complement of services for

guests including transportation to nearby sister property Hidden Pond and access to its many resort amenities, featuring Earth, a new restaurant in collaboration with Ken Oringer set to open this summer, the new tree house spa, pools, wellness center and various resort activities.

Dining at The Tides Beach Club will emphasize freshly caught seafood and locally grown garden vegetables, complemented by The Tides bar which will feature specialty cocktails, New England artisanal beers and an extensive wine list. The culinary experience is enhanced by thoughtful décor, lively music and anticipatory service, creating a dynamic social scene on the main floor. Guests can enjoy drinks and light dining with beach views from the front verandah, in front of the fireplace nestled in a deep wing back chair in the expansive lobby.

The Tides Beach Club offers unparalleled access to Goose Rocks Beach, paradise to walkers and runners alike with trails that overlook rocky islands and Batson's River, a salt water estuary home to many coastal birds and wetlands. The hotel's "Beach Tenders" ensure that every comfort is realized, from plush beach chairs and oversized towels, to umbrellas and coolers stocked with favorite refreshments as well as lunch and beach menu specialties served from The Tides restaurant.

The Tides Beach Club is offering a special opening rate of \$199 per night, Sunday through Thursday, double occupancy for a king or queen partial ocean view room through June 23, 2011. Rates for Memorial Day weekend (May 27-29) start at \$225 to \$525; rates during peak July and August months start at \$300 to \$725. For availability, special offers and holiday weekend rates, please visit [www.tidesbeachclubmaine.com](http://www.tidesbeachclubmaine.com).

For additional information and reservations on The Tides Beach Club, please visit [www.tidesbeachclubmaine.com](http://www.tidesbeachclubmaine.com) or call (207) 967-3757. The Tides Beach Club is located at 254 Kings Highway, Goose rocks Beach, Kennebunkport, ME 04046.

The Tides Beach Club is owned and managed by Kennebunkport Resort Collection, representing diverse luxury and upscale properties such as Hidden Pond, one of the finest luxury boutique hotels in the Northeast; the Kennebunkport Inn, centrally located in downtown Kennebunkport; the Cottages at Cabot Cove, featuring individually designed luxury cottages; and Old Fort Inn & Resort, a grand summer estate in nearby Cape Arundel. KRC also owns and manages a number of notable restaurants and catering venues in the area.

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