

BRAND EXPLORATION
THE TRUAX HOTEL - AN AUTOGRAPH COLLECTION

THE
TRUAX
HOTEL

- May 28, 2019 -

THE TRUAX
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The Truax
COMP SET



COMP SET

THE INN AT RANCHO SANTA FE

A TRIBUTE COLLECTION



COMP SET

THE INN AT RANCHO SANTA FE

A TRIBUTE COLLECTION



BRAND: Marriott – Tribune Portfolio

HOTEL TYPE: Resort

ROOM COUNT: 80

F&B OUTLETS:

Morada - 3 meals + happy hour

Huntsman Whiskey Bar - small plates, tastings, happenings

POOL/SPA EXPERIENCE:

Heated saltwater pool and jacuzzi; full-service spa

FITNESS:

Fitness room, golf, tennis court, croquet, yoga classes

LOCATION:

Located on 21 acres of land, short walk from historic Rancho Santa Fe town

COMP SET

THE INN AT RANCHO SANTA FE

A TRIBUTE COLLECTION

STRENGTHS:

- Small boutique, quaint, traditional setting, although the product may be older it fits with the overall branding
- Expansive and flexible lawn spaces outdoor meeting and event locations
- Marriott branded as a Tribute great for meetings
- Located in the center of town, ideal location and proximity to shops and restaurants
- Rooms have pulled through the branding well - including the equestrian
- Wellness and spa amenities, very calming and quiet

WEAKNESSES:

- Location may be difficult for meetings, it's a bit out of the way
- Small number of rooms, feels like the rooms to space ratio is a bit off
- Spread out including tennis club across the street
- Charming but a little worn out
- Fitness center was a decent size but it was just off the meeting lawn, could be awkward to use if there was a meeting
- Small pool, but due to the small amount of guest rooms this could be appropriate

COMP SET

THE INN AT RANCHO SANTA FE
A TRIBUTE COLLECTION

BRAND POSITIONING

Rustic, timelessly elegant property set on 21 landscaped acres, features spacious country-style rooms.

OUR ANALYSIS

Pull through of branding of horse/equestrian and hunting theme is evident throughout, very quiet and calm ambiance with country theme.



COMP SET

RANCHO VALENCIA RESORT & SPA



COMP SET

RANCHO VALENCIA RESORT & SPA



RANCHO VALENCIA
resort & spa

BRAND: Independent

HOTEL TYPE: Resort

ROOM COUNT: 53

F&B OUTLETS:

Veladora - full service offering 3 meals

Pony Room - casual dining lunch and dinner + bar

Wine Cave - private dining room holding over 250 bottles, and barrels of wine

POOL/SPA EXPERIENCE:

Pool with reservable cabanas; full-service spa

FITNESS:

Fitness center, tennis, golf, yoga, Pilates and exercise classes

LOCATION:

Six miles from the Del Mar Racetrack and 10 miles from Torrey Pines State Natural Reserve

COMP SET

RANCHO VALENCIA RESORT & SPA

STRENGTHS:

- Gorgeous grounds, secluded upscale room product
- Friendly staff and incredible service
- Appeal to luxury clientele
- Great wedding and meeting spaces
- On-site activation with bocce ball, fire pits, restaurants and tennis – clay courts clear differentiator, mountain bikes
- Amazing sense of arrival, very friendly staff

WEAKNESSES:

- Extremely exclusive, high price point not attainable to all
- No brand affiliation
- Location is very remote and within residential area
- Very large and spread out foot print

COMP SET

RANCHO VALENCIA RESORT & SPA

BRAND POSITIONING

Lavish resort set on 45 acres of gardens and olive groves featuring a "timeless Mediterranean ambiance and refreshing residential experience."

OUR ANALYSIS

Excellent pull through of luxury and lavish setting, and yet warm and approachable to those that can afford the experience. Brand pull through is executed well.



RANCHO VALENCIA
resort & spa

COMP SET

RANCHO BERNARDO INN



COMP SET

RANCHO BERNARDO INN



RANCHO BERNARDO INN

BRAND: Independent

HOTEL TYPE: Resort

ROOM COUNT: 287

F&B OUTLETS:

AVANT - upscale, dinner and drinks

Veranda - casual dining, fireside lounge

The Bar - craft brews and games

Café Granada - coffee, pastries, grab-n-go

POOL/SPA EXPERIENCE: 3 swimming pools; full-service spa

FITNESS: 18-hole championship golf course, fitness center

LOCATION:

Quiet suburb with walking trails, located minutes from San Diego's top travel destinations

COMP SET

RANCHO BERNARDO INN

STRENGTHS:

- Golf course on-site
- Nice grounds, full and felt lush, allowed for some privacy
- Meeting and wedding venues and locations were large
- Large spa activation, seems known in the market for a good spa
- Two pool experiences, definite resort-like feel with separate kid's pool

WEAKNESSES:

- Hotel and room product very dated
- Branding feels old and tired, feels like it is trying to be 'fairytale' but doesn't really deliver
- Exterior corridor, feels like a motel. Interior smells a bit musty and old
- Felt like all guests were there for golf
- No brand affiliation
- Sense of arrival was lacking, needing to drive through residential area, street view monument sign was lacking of branding or presence
- Spread out over lots of acres

COMP SET

RANCHO BERNARDO INN

BRAND POSITIONING

Spanish colonial style buildings, well-manicured gardens featuring “unpretentious style and genuine warmth.”

OUR ANALYSIS

Very much feels like an older and more tired version of the Rancho Valencia Resort & Spa. There is some essence of fairytale and/or Mediterranean in the décor, but this falls short in the delivery and guest service.



RANCHO BERNARDO INN

COMP SET

TEMECULA CREEK INN



COMP SET

TEMECULA CREEK INN



BRAND: Independent

HOTEL TYPE: Hotel

ROOM COUNT: 127

F&B OUTLETS:

Cork | Fire Kitchen – 3 meals, farm-to-table

CFK Grille & Tap/The Bar – small plates and drinks

POOL/SPA EXPERIENCE:

Outdoor heated pool, jacuzzi

FITNESS:

Fitness center; 27-hole golf course

LOCATION:

A 2.5-mile drive from Old Town Temecula, near multiple wineries,
three miles from Pechanga Resort and Casino

COMP SET

TEMECULA CREEK INN

STRENGTHS:

- Nice location about 3 miles from Old Town Temecula
- Expansive wedding and meeting space - built especially for weddings, meeting space has lots of natural light.
- Golf course on-site
- Lush landscape and a feeling of a park throughout
- Decent restaurant overlooking the golf course

WEAKNESSES:

- Old tired room product, feels dark and dingy
- One small pool for the full resort
- Lobby and arrival feels like a motel with little impact
- Can see the freeway from the event lawn and from some of the resort

COMP SET

TEMECULA CREEK INN

BRAND POSITIONING

Nestled in the rolling hills of wine country and home of a 27-hole championship golf course, this hotel offers relaxed rooms with neutral tones featuring golf course and wood views.

OUR ANALYSIS

No discernible brand identity or voice. Woodsy views and golf club look and feel is what pulls through in this hotel's branding.



COMP SET

PONTE VINEYARD INN



COMP SET

PONTE VINEYARD INN



BRAND: Independent

HOTEL TYPE: Boutique

ROOM COUNT: 90

F&B OUTLETS:

Bouquet Restaurant - Breakfast/brunch + dinner

The Cellar Lounge - Lunch to late night, happy hour, live music

The Restaurant at Ponte - Lunch daily, brunch to dinner Fri - Sun

Poolside Bar & Café - Open Fri - Sun, noon to evening only

POOL/SPA EXPERIENCE: Pool & hot tub with F&B offerings

FITNESS: Fitness center with treadmills, elliptical, recumbent bikes, free weights

LOCATION:

Located on 300 acres of vineyards, surrounded by gardens,
20-minute walk from 3 different wineries and 9 miles from Temecula

COMP SET

PONTE VINEYARD INN

STRENGTHS:

- Nice brand pull through in building design and public space
- Well designed and decorated public spaces and courtyards, lots of appeal to social catering and weddings
- Activated restaurant and winery space, lively and busy even on a Tuesday afternoon
- Nice lobby arrival, automatic opening doors and welcoming staff
- Very nice resort pool setting overlooking the vineyards

WEAKNESSES:

- Average rooms, basic layout and décor - feels a little contrived
- Proximity to South Coast Winery is a bit confusing, hard to tell the difference between both if you aren't aware
- No brand affiliation
- Outside of the city center, not far from shops and businesses but not near Old Town
- Hotel did not have a strong vibe or energy
- Exterior corridors, motel-like feel in some areas
- No valet, just self-park

COMP SET

PONTE VINEYARD INN

BRAND POSITIONING

Elegant Spanish-style boutique hotel with a nod to California missions' architecture, posh amenities, and a relaxing ambiance. Perfect for lovers of wine and breathtaking vineyard views.

OUR ANALYSIS

Heavy Spanish Mission theme. Relaxing but no vibe. Hotel lacks energy, but winery was lively. Branding is too on the nose.



COMP SET

SOUTH COAST WINERY



COMP SET

SOUTH COAST WINERY



BRAND: Independent

HOTEL TYPE: Resort

ROOM COUNT: 132

F&B OUTLETS:

The Vineyard Rose Restaurant - Open for tree meals, weekend brunch, daily happy hour

POOL/SPA EXPERIENCE:

Outdoor heated pool with reservable cabanas + F&B offerings, GrapeSeed Spa offering full menu of services, yoga classes

FITNESS: Fitness center

LOCATION:

Situated on 38 acres of vineyards, 6.3 miles from the Temecula Valley Highway, surrounded by other wineries

COMP SET

SOUTH COAST WINERY

STRENGTHS:

- Expansive meeting and event space, including a large event lawn
- Large tasting room
- Casita-style rooms allow for lots of privacy, although they are still located close to each other
- Large restaurant and bar

WEAKNESSES:

- Branding feels like early 90s and basic design
- Location next to the freeway and can be seen from parts of the winery
- No sense of arrival, no one greeted our arrival
- No brand affiliation
- Room product is very tired and dated
- Exterior corridors, hotel feels disconnect from the winery and tasting room