

CRBJ STAFF

Publisher**Matt Winters**

mwinters@crbizjournal.com

Editor**Emily Lindblom**

editor@crbizjournal.com

Office Coordinator**Sarah Smith**

ssmith@eomediagroup.com

Group Publisher**Kari Borgen**

kborgen@dailyastorian.com

Advertising Director**Sarah Silver**

ssilver@dailyastorian.com

Layout/Design**Emily Lindblom | Matthew Vann**

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CONTACT CRBJ

Submit news:

editor@crbizjournal.com

Website:

CoastRiverBusinessJournal.com

Coast River Business Journal205 Bolstad Ave. E. Suite 2, P.O. Box 427
Long Beach, WA 98631
Phone 800-643-3703

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Boutique hotel opens

Astoria riverfront revitalization moves forward

By M.J. Cody

Tiffany and Brady Turner have done it again. As founders of Adrift Hospitality, a Washington-based, sustainability-driven B corporation generating innovative lodging, eateries and products, their newest venture is the Bowline Hotel on Astoria's riverfront.

The boutique hotel, just east of Buoy Brewing Company, at the foot of 9th Street, encompasses a former fishery and its adjacent icehouse. It is the sixth lodging property for Adrift Hospitality and its second hotel in Oregon. Long known for unique, affordable, lean and clean, industrial design inclinations, the \$5.4-million dollar Bowline is a slight departure from their other properties.

"This project has been super exciting as it is something that we haven't done before and that has presented lots of challenges and opportunities," said Tiffany. "It's the first time we've repurposed a property that wasn't formerly lodging and in turning a historic building into luxury accommodations."

Even though entering a more upscale hotel

If You Go

The Bowline Hotel
1 9th St., Astoria
www.bowlinehotel.com
hello@bowlinehotel.com
503-325-7546

market, there's no mistaking Adrift Hospitality's character.

"Many people ask who our designer is, and I'm always eager to tell them how amazing Brady is and people are shocked to know that the owner/founder and designer are the same person," Tiffany said, referring to the taste in décor and design incorporated in Adrift Hospitality's strategies from the onset, with the construction and development of the Inn at Discovery Coast at Long Beach in 2004. "We've always wanted to be unlike any other hotel."

Travelers enthusiastically responded, and, in turn, helped propel an enterprise of hotels, eateries, a spa, and, in 2018, Adrift craft distillery. Bowline too, integrates the distinct flavor that attracts so many.

"Our vision has always been to create unique spaces that are authentic to place and allow people to experience more than just an overnight stay," Tiffany added. "Brady and the rest of our team have done a brilliant job of designing our most luxurious hotel to date, while still retaining the character of the cannery and its maritime setting."

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M.J. CODY

Bowline Hotel entrance at the foot of 9th Street.

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