



NOW OPEN: THE FINCH WELCOMES FALL TRAVELERS TO NEW WALLA WALLA HOTEL

The new 80-room downtown hotel provides a launchpad to recreation, wine tasting and more



Caption: Exterior of The FINCH (Credit: The FINCH)

WALLA WALLA, Wash. (October 30, 2019) – The FINCH, a new and distinctly local hotel situated on the sunrise side of Main Street in downtown Walla Walla is now open, welcoming its first guests for fall outdoor recreation, wine tasting and more. The FINCH is a community-powered inspiration and hub for the dynamic culture and sense of adventure that downtown Walla Walla provides residents and visitors year-round.

The FINCH was refreshed and renovated from a former motel built in 1967. Guests experience elements of the original architecture mixed with new, modern details, including a refreshing open-air design, an outdoor fireplace and multiple gathering spaces that encourage guests to take in the natural beauty of the area and relax with a glass of Walla Walla wine or a game of pétanque (a French lawn game similar to bocce ball).

“We are thrilled to share The FINCH with guests visiting Walla Walla from near and far,” said General Manager Matt Skaletsky. “This hotel is inspired by all things local to this region, offering a

modern, comfortable and creative space to explore, indulge and relax. Our opening is timed perfectly with the upcoming fall release weekend, one of the best times to visit the Walla Walla Valley.”

In the hotel lobby, guests are welcomed with coffee from Walla Walla’s Livit Coffee Co. and a selection of herbal teas. A rotating assortment of local, fresh breakfast snacks are available each morning to fuel guests for their next adventure. The custom-designed Map Room, along with complimentary Field Guide travel journals upon check-in, inspires guests to explore the region from every angle. The hotel’s knowledgeable team are at the ready to share recommendations of their favorite wineries and restaurants, along with hidden gems throughout the valley and beyond.

When guests return from their Walla Walla adventures, guestrooms offer plush mattresses, MALIN+GOETZ bath products, cozy bathrobes and bathrooms with walk-in tile showers. Custom wall installations created by regional artists are featured in each of The FINCH’s modern guestrooms, inspired by Walla Walla’s food, wine and outdoor culture. For example, Yogesh Simpson, a Whitman College graduate, designed an infographic depicting the soil compositions of wineries in the southwest to northeast Walla Walla regions.

Walla Walla is known as the road cycling capital of Washington, where paved trails run through historic and business neighborhoods, along rolling hills and past wineries and golden farmland. For those traveling with bikes, The FINCH has a tune-up station on-site as well as multiple storage options, perfect for those planning a biking excursion around the Valley. The FINCH also provides two cruiser bikes for guest use, purchased from nearby Allegro Cyclery.

Rates begin at \$159/night. For availability and reservations, call 888-796-6464 or visit finchwallawalla.com. To celebrate opening, The FINCH is offering a 30 percent off “Fall Release Special,” available from November 1 through December 31, 2019.

The FINCH was developed by a group based in Bozeman, Montana, with partners connected to Walla Walla. The group’s goal is to develop properties that remain true to their surroundings and maintain a genuine connection to regional inspiration. Its inaugural property, The LARK, opened in downtown Bozeman in 2015. The hotel was designed by THINKTANK and Fernau + Hartman architecture firms, and general contractor Elements Hospitality brought the vision to life. The FINCH is operated by Seattle-based Columbia Hospitality, Inc.

ABOUT THE FINCH

Located in downtown Walla Walla, The FINCH is an 80-room, newly renovated hotel that is driven on community inspiration. Originally built in the 1960s, the Streamline-era architecture features an open-air design, an outdoor fireplace and community gathering spaces that encourage guests to interact with other guests and locals alike. Walla Walla is accessible by car, train or air (via the Walla Walla Regional Airport). For rates, availability and reservations, please call 888-796-6464 or visit finchwallawalla.com. The FINCH was developed by a group based in Bozeman, Montana, with partners connected to Walla Walla and is managed by Columbia Hospitality, Inc.

ABOUT COLUMBIA HOSPITALITY

Columbia Hospitality, Inc. (Columbia) is a Seattle-based hospitality management and consulting company that was established in 1995 by founder and CEO John Oppenheimer. Columbia's growing portfolio includes award-winning hotels, conference centers, distinctive venues, private and public golf facilities, restaurants and bars, and residential properties. Columbia creates exceptional experiences for guests and team members while achieving phenomenal results for property owners. With over 20 years of proven success in management, Columbia has also consulted on over 200 hospitality projects worldwide, delivering a high level of customized service to partners and investors. For more information about Columbia and to view the entire portfolio, visit www.columbiahospitality.com.

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