



## **Renovated and Renamed Campfire Hotel Launches in Bend, OR** *Oregon Camp Culture meets Urban Adventures in Bend's newest boutique hotel*

**FOR IMMEDIATE RELEASE**

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**(October 1, 2020) Bend, Ore.** — Portland real estate and hotel developers launch a fresh new hotel concept in Bend, Oregon: The Campfire Hotel and Pool Club, where Pacific Northwest camp culture meets urban and outdoor adventures. With 100 vintage-camping-inspired rooms, this pet-friendly boutique motor lodge offers modern in-room upgrades, a heated year-round pool and hot tub, community-inspired fire pit, and an epic restaurant collaboration on the way.

In addition to modern amenities, you'll find a few classics, too! Mid-century telephones, Victrola radios (with digital attachments, of course!), old-school folding lawn chairs to sit around the campfire, and a number of acoustic instruments hanging on the walls, encouraging guests to play with pals or strangers at The Pit, our 10-foot circular fire pit surrounded by seating, perfect for a full-on camp-style sing-a-long.

The Campfire Hotel is the brainchild of Portland developers Tod Breslau, Kelsey Bunker, Chris Gunderson and Sasha Kirovski, who independently, and collectively have developed the [Jupiter Hotel/Next](#), [The Hood River Hotel](#), the [Bindery/Bindery Annex](#), and the iconic Portland branding firm, [Oregon Screen Impressions](#).

Co-owner Tod Breslau, who grew up touring the states with his family fondly recalls pulling into a 1960's Holiday Inn and Howard Johnson's, checking in, jumping in the pool, playing outside, and enjoying a classic diner meal. Breslau says of the new venture, "As the reality of the pandemic came upon us, the direction of travel, at least for a while, is moving towards the road trip. The Campfire captures that spirit with its crisp and simple amenities, its approach to vacation and adventure, and its welcoming feel and vibe. The outdoor access and open space makes the Campfire a great alternative for Bend natives and visitors alike who want to experience the sun and fun you find in the city and in the amazing outdoor adventures that Bend has to offer."

Bend, Oregon, is one of the West Coast's premiere active lifestyle and sports destinations, experiencing unprecedented growth and attracting new residents and visitors due to its 300 days of sunshine per year. With excellent skiing and snowboarding at Mt. Bachelor, superb fishing, rafting, mountain biking, miles of stunning nature trails and charming village atmosphere, Bend is where everyone wants to be.

The Campfire positions itself in the middle of it all, offering a landing spot for locals and visitors alike who are looking for the community vibes found at campsites while focusing on the luxuries associated with a cozy hotel stay. Plus, with proximity to Downtown Bend, guests will get the best of local craft beer, restaurants and boutique shopping that Bend has to offer.

The Pool Club includes year-round guest access to the heated pool and hot tub, surrounded by artist Ashley Montague's epic Bend-inspired mural, complete with ways to laze the day away and soak up the sun in bright orange chairs and loungers throughout the outdoor space. Even locals will have access to the Pool Club through a seasonal small membership group.

The Canteen, the Campfire's curated merch store and bar, features high-end local snacks, gifts for yourself and others, and all the adventure gear you can ask for. Need a boozy beverage to help you wind down after a day on the slopes? The Canteen's bar provides the cabin vibes to go along with your beer, wine, free hot coffee in the lobby, plus acoustic instruments and Instagram-worthy photo ops throughout.

Building community is a part of the Campfire's culture. As restrictions lift throughout the state, events will abound at the Campfire, from local and traveling musicians in intimate shows around the Pit, to farmer's markets and Bend artisan pop-ups; Come, gather round, and join us at the Campfire. Learn more about the hotel at [www.campfirehotel.com](http://www.campfirehotel.com).

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## **About Campfire Hotel**

The [Campfire Hotel](#) in Bend, Oregon, gives Oregon Camp Culture an urban adventure spin. With 100 freshly-renovated and vintage camp-inspired guest rooms, an onsite pool and plenty of space to store your outdoor gear, you'll have plenty of space to unpack, unwind, and hang out by the Fire. In addition to the best night of sleep you'll have in Bend, we offer all our guests:

- 900-sq foot in-ground guests-only swimming pool and hot tub
- Pool bar loaded with local craft beer, wine and liquor
- Community fire pit for hanging with your crew or meeting new folks
- Local adventure add-ons for epic outdoor fun
- Free local coffee in the lobby, plus a highly-curated Campfire store
- Free guests-only WiFi for planning your daily escapades
- Friendly and knowledgeable staff who double as Bend adventure experts