



PRESS RELEASE

Media Contact:

Harbor View Hotel

Jean Wong

jean.wong@harborviewhotel.com

FOR IMMEDIATE RELEASE

Historic Harbor View Hotel readies for May 1 reopening with a brand-new look, world-class dining and an elevated guest experience

EDGARTOWN, MA, MARCH 6, 2019 — On May 1, **Harbor View Hotel**, a treasured Martha's Vineyard icon for 128 years, will reveal the results of a top-to-bottom renovation that promises to elevate every aspect of the guest experience and position it among the region's finest hotels. The renovation will introduce a fresh design throughout the hotel's guest rooms and public spaces. It will also include a four-bedroom penthouse suite, and two new restaurants led by a world-class chef—details of which will be announced soon.

Owner Bernard Chiu, whose Upland Capital Corporation acquired Harbor View Hotel in early 2018, is committed to a renovation that elevates the Edgartown hotel while protecting its long and cherished legacy. “As a summer resident of Edgartown myself, I know firsthand what the hotel means to the community and to its loyal guests, many of whose families have vacationed here for generations.”

He continued, “From interior design to management, we’ve put together a world-class team that will take Harbor View Hotel well into the future and serve as an economic engine for the region.”

Harbor View Hotel's new look will “deliver what first-time and repeat guests expect,” according to Boston-based designer Peter Niemitz, who has created a sophisticated aesthetic for the hotel that respects its original architecture and 128-year history while introducing fresh, forward-thinking elements throughout.

First Look Package

Harbor View Hotel will offer guests an opportunity to be among the first to experience the reimagined hotel with the **First Look** package, available for May and June arrivals. It includes overnight accommodations with waived resort and parking fees, two fresh pressed juices or smoothies to enjoy in the morning on the verandah, a complimentary appetizer in the evening at one of the hotel's brand-new restaurants, and admission for two adults to the new Martha's Vineyard Museum, where they can learn more about the island's fascinating history.

Breezy guest rooms with classic Vineyard touches

Guest rooms are being refurbished in the historic **Main Building** and **Governor Mayhew Building**—both of which are being given new names. Those in the main building will exude a fresh and luxurious style that is respectful of Harbor View Hotel's legacy. The island's natural beauty will be reflected in a tranquil palette of café au lait, blue and cream, and in fabric with a native oak tree motif applied to curtains, bed skirts and headboards for a classic European look. Carpeting will feature a white lattice pattern on a soft brown background. Furnishings will be of polished, high-gloss mahogany with brass and other nautical details in a nod to the Vineyard's whaling and sailing heritage. Cobalt blue walk-in showers will be the focal point of the stylish new bathrooms.

Rooms in the former Governor Mayhew Building will have island chic interiors that evoke a '60s vintage surfer vibe. Glossy whitewashed deck planking on the walls will create a crisp white backdrop to upholstered headboards in beachy sand-and-blue stripes. Furnishings with simple modern lines and a weathered driftwood finish will enhance the breezy ambience, with accents in bright pops or red reminiscent of a stunning Martha's Vineyard sunrise. Many rooms will feature French doors opening out to a private balcony, while others will have large windows with views of the hotel gardens and pool.

A “summer house” arrival experience

New area rugs and furniture placed in groupings that invite conversation and cocktails will give the hotel lobby a lively summer house feel. A concierge desk with guest seating will create a more personal experience for guests seeking recommendations and reservations for island activities. Furnishings will be high-polished mahogany and will be complemented by beautiful new lighting and artwork. The lobby's color scheme of blue, white, cream and chocolate brown will continue throughout the hallways as well.

Harbor View Hotel's event spaces will also have a brand-new look designed to bring the harbor in, providing a breathtaking backdrop for weddings. New wood floors, lighting and wood-trimmed mirrors in the **Edgartown Room** will give the space a grand, expansive appearance. The **Menemsha** and **Chilmark Rooms** will be similarly designed to provide greater continuity and flow between the spaces.

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About Harbor View Hotel

Nestled in the heart of historic Edgartown, Harbor View Hotel offers unparalleled ocean vistas and a prime location just a short stroll from town and beaches. For over 130 years, it has been a cherished haven for travelers to Martha's Vineyard. Since its acquisition by Upland Capital Group in 2018, the iconic hotel has undergone extensive renovations, blending modern sophistication with timeless charm.

The revitalized property boasts luxurious guest rooms, suites, and public spaces exuding fresh, contemporary design. Its acclaimed food and beverage offerings include Bettini Restaurant, a refined yet approachable restaurant showcasing contemporary American cuisine against the backdrop of stunning ocean panoramas. Behind The View, a chic cocktail lounge, invites guests to unwind with access to the outdoor veranda and breathtaking views. Meanwhile, Roxy Pool Bar beckons with alfresco dining by the pool.

With countless accolades and unparalleled views of Edgartown Harbor, Harbor View Hotel stands as the quintessential Martha's Vineyard getaway.

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