



## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE**

#### **HISTORIC HARBOR VIEW HOTEL TO OPEN THE ROXANA, A NEW TAKE ON CLASSIC MARTHA'S VINEYARD, ON JUNE 8, 2020**

*Rounding out the hotel's top-to-bottom renovation, The Roxana  
will offer 51 new guestrooms for travelers*

**EDGARTOWN, MA, June 8, 2020** — The historic Harbor View Hotel on Martha's Vineyard will unveil The Roxana on June 8, 2020. Bringing 51 completely redesigned guestrooms to the iconic property, the opening of The Roxana building marks the completion of the hotel's top-to-bottom transformation. The Harbor View Hotel recently revealed new luxurious guest rooms, suites and public spaces in the Historic Building, seamlessly melding a new, modern design with the elegance of this timeless landmark.

The Roxana, formerly the Governor Mayhew Building, has a chic, sophisticated design appealing to both legacy guests as well as a whole new generation of travelers. Island chic interiors in the rooms evoke a '60s vintage surfer vibe. Glossy whitewashed deck planking on the walls creates 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 feature sliding doors opening out to a private balcony, while others will have large windows with views of the hotel gardens and pool. The new name of the building pays homage to owner Bernard Chui's daughter, whose Italian Cookies are a favorite treat for repeat guests. The Roxana joins the hotel's other already established accommodations: the Historic Building, Captain's Cottages, and the Presidential Skyhouse.

"We're looking forward to welcoming our guests back to the Harbor View Hotel and to share these beautiful rooms with them," said Bernard Chiu, owner of Harbor View Hotel. "My goal when adding The Roxana to the property was to inspire younger generations of travelers to come

to Martha's Vineyard and to solidify Harbor View Hotel's position as one of the best luxury boutique hotels in the Northeast. Since the building was not a historic landmark, we were allowed to have fun with the design and create a structure that is uniquely ours.”

The Roxana will join Roxy Pool Bar, a new culinary addition which will open in time for the summer season serving up hand-crafted beverages and light snacks. The property's Bettini Restaurant will also be debuting a fresh new menu for the summer season, developed by new culinary director, Chef Hart. The menu will focus on seasonal, local ingredients and seafood inspired by Hart's experience and travels.

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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.

Links to more information:

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