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**Title:** Pineapple Hospitality Purchases and Rebrands Portland Hotel

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## **Pineapple Hospitality Purchases and Rebrands Portland Hotel**

PORTLAND, Ore.

Pineapple Hospitality recently announced its acquisition of Hotel Fifty in downtown Portland. The 140-room boutique hotel remained open during its transition, and began operating as Hotel Rose as of Aug. 1, 2013.

"We're thrilled to bring our brand to the Portland area and look forward to introducing Pineapple Hospitality to a new audience," said Michelle Foreman Barnet, president of Pineapple Hospitality. "Additionally, we're excited for opportunities to expand our brand along the West Coast."

Pineapple Hospitality purchased Hotel Fifty from the previous owner Oly-IDA Hotels LLC, a joint venture partnership between Coastal Hotel Group, IDA Riverfront LLC, and an affiliate investment company of Olympic Investors LLC.

Pineapple Hospitality will complete cosmetic renovations to Hotel Rose to bring it in alignment with the company's brand standards, and will continue to operate H5O bistro & bar, the existing urban contemporary restaurant. Hotel Rose has accommodations for small to mid-sized business meetings, executive retreats and social events of up to 80 guests.

For more information about Hotel Rose, visit [www.HotelRosePortland.com](http://www.HotelRosePortland.com).