

TRAVEL AND HOSPITALITY

Auberge takes over Grace properties as part of its expansion

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Grace Mayflower location in Connecticut will become Auberge. Image credit: Grace

By STAFF REPORTS

Auberge Hotels & Resorts is expanding in Europe and in the Northeast in the United States with the addition of five new hotels.

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Entering an agreement with Libra Group, Auberge will be taking over five of its Grace Hotels. The properties will be rebranded as Auberge Resort locations and will be managed by the group as well.

Expanding the family

Grace properties to be absorbed into the Auberge family include the Mayflower Inn in Connecticut, White Barn Inn & Spa in Maine, the Vanderbilt Hotel in Newport and others in Mykonos and Santorini in Greece.

The properties will make the change over the next few days, joining the Auberge group in addition to its existing locations in NapaValley, Colorado, Aspen, Mexico, Costa Rica and more.

In addition to the new acquisitions, Auberge is also working on building many of its own new properties in a significant expansion move.

Over the next two years, locations all over the United States, South America, Thailand and Greece are slated to open.



White Barn Inn dining room. Image credit: Grace

In 2016, Auberge Hotels & Resorts hired Michael Minchin as its chief marketing officer, looking to benefit from his extensive experience heading global brands.

Prior to joining Auberge, Mr. Minchin spent 11 years at Four Seasons Hotels & Resorts, where he was most recently the senior vice president of marketing. As Auberge has become more of a global presence, adding talent accustomed to driving international brands will be beneficial ([see story](#)).

The group has been working on expanding ever since.

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