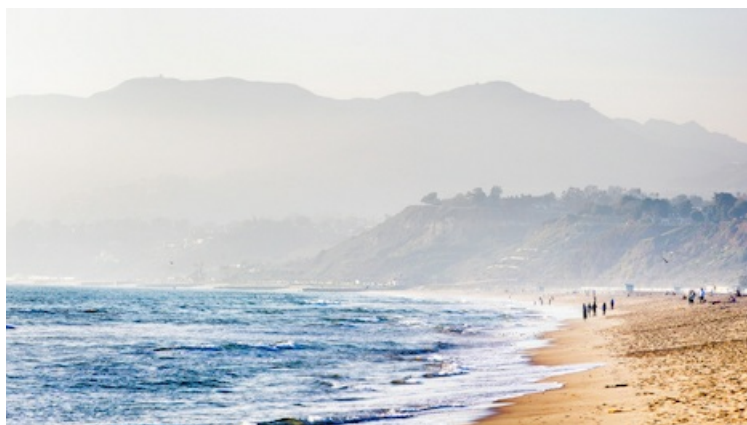


TRAVEL AND HOSPITALITY

IHG's Regent Hotel circles back stateside with Santa Monica flagship debut

March 16, 2023



The new Santa Monica Beach location reinvents Strategic Hotels and Resorts' existing property and marks Regent Hotels and Resorts' return to the Los Angeles area. Image credit: IHG Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Regent Hotels and Resorts, owned by hospitality group InterContinental Hotels, will soon offer guests a taste of the California dream.

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The Regent Santa Monica Beach reimagines an existing property from ownership group and project partner Strategic Hotels and Resorts. Set to open at the end of the year, the property will act as IHG's flagship location for the Americas.

"We're redefining what it means to be a luxury hotel by combining Regent's renowned legacy with the expertise of IHG Hotels & Resorts," said Julianne Smith, chief development officer of **IHG Hotels and Resorts**, the Americas, in a statement.

"Regent Santa Monica Beach is the start of a bright future for the brand in the Americas, emphasizing our strategic focus on luxury and lifestyle growth globally," she said.

"We are also particularly thrilled to be partnering with Strategic Hotels & Resorts, a trusted owner of IHG-branded hotels for many years, on this endeavor."

Endless summer

Regent Hotels and Resorts is part of IHG's luxury and lifestyle portfolio, which IHG Group has been busy of late expanding.

Last year, the group added 50 new properties to this portfolio, which included Regent as well as Six Senses locations.

Santa Monica is among the many key cities in which the Regent brand plans to plant its flag. Others include Shanghai, Hong Kong and Phu Quoc ([see story](#)).

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A post shared by IHG Hotels & Resorts (@ihghotels)

Regent previously boasted a location on Wilshire Boulevard in Beverly Hills, CA. The new property is a stone's throw from the famous Santa Monica Pier, where a looming Ferris Wheel dominates the beachside skyline for miles.

To maximize this position and the accompanying view, Regent Santa Monica Beach will feature several beachfront pools as well as a restaurant helmed by a yet-undisclosed celebrity chef.

Strategic Hotels and Resorts appear confident that its property's second act will meet the ever-evolving needs of the luxury traveler.

"As the needs and expectations of the modern luxury guest continue to evolve, we recognized an opportunity to reinvent our Santa Monica beachfront property to truly become one of the most prestigious, entertaining and beautiful hotels anywhere in the world," said Andr Zottoff, CEO of Strategic Hotels and Resorts, in a statement.

"Strategic Hotels and Resorts has been a part of the vibrant Santa Monica community for more than 25 years and we look forward to collaborating with the teams at IHG Hotels & Resorts to build upon the Regent brand's history of legendary properties and constant innovation to make this flagship Americas resort a must-visit destination for locals and visitors alike," he said.

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