



CoralTree Hospitality to Manage New KAIYA in Florida

Company Adds Seventh Property in Sunshine State

DENVER – July 17, 2023 – Tom Luersen, president of [CoralTree Hospitality](#), today announced that the company will manage the new KAIYA, a beach resort located on the Emerald Coast in Northwest Florida’s Panhandle on scenic Highway 30A. With the addition of KAIYA, CoralTree expands its portfolio to manage seven properties in the sunshine state. When completed, KAIYA will offer 174 residences including villas, townhomes, beach villas and condominiums. KAIYA will offer a luxury 30-room boutique inn as well as the private members-only KAIYA Club, an immersive wellness program and three dining options.

“The vision for KAIYA is one that is meticulously planned with incredible thought and detail behind every element of the guest experience,” added Luersen. “We are excited to bring the vision of this luxury resort to life. We’ve been growing our portfolio of hotels in Florida with properties like Lake Nona Wave Hotel and the new Pier Sixty-Six Resort that’s slated to open next year. KAIYA is a great addition to our growing list of warm weather destinations.”

The luxury resort community will offer four and five-bedroom single family vacation rentals with private pools, three and four-bedroom townhomes and beach villas, as well as two and three-bedroom condominiums with access to a private beach. Some units are currently available for booking as the resort is opening in multiple phases. The luxury boutique inn at KAIYA is slated to open in late 2025 and is being developed as an intimate 30-room retreat.

“KAIYA isn’t just about luxury, it’s about being intentional in the guest experience,” said Jason Romair, chief executive officer of Romair, which owns and is developing the resort. “We are creating an intimate lifestyle experience that is designed to harmonize the concepts of humility, grace and restoration. It’s about bespoke experiences that balance tranquility, wellness, beauty, connection and wonderment.”

The resort also will offer an immersive wellness program that integrates into all aspects of the resort and guest experience from dining to guest programming, to the spa and fitness center. KAIYA will include five pools, an international art gallery exhibiting contemporary artists from around the world, two highly seasonal three-meal a day restaurants, as well as a signature, dinner-only dining option. Vacationers also will have access to Ukara, the resort’s private yacht. KAIYA will offer meetings space with event lawns and catering services for groups, meetings, social functions and weddings.

The KAIYA Club’s members-only beach house is projected to open by the end of the year along with the Thisday, a highly seasonal all day café dining concept that will offer three meals a day with a focus on seasonality, wellness and sustainability.

The luxury resort community is opening in phases with the full KAIYA guest experience slated for completion in 2025.

KAIYA is conveniently located west of Rosemary Beach and adjacent to Alys Beach in the Florida panhandle between Destin and Panama City.

About CoralTree Hospitality

CoralTree Hospitality is a wholly-owned subsidiary of Los Angeles based Lowe, a real estate investment, management and development firm. Colorado-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. CoralTree is consistently rated among the top independent hotel management companies in the U.S. by *Hotel Business* magazine and recently was named the No. 4 best small company to work for in Colorado in the annual Denver Post, Top Workplace survey. The company provides marketing licensing and hospitality management services to hotels and resorts in the United States. The collection includes independent, branded and soft-branded properties such as Terranea Resort on the Southern California coast, The Woodlands Resort in Houston, Sunriver Resort in Oregon, Suncadia Resort in Washington, the Eddy Taproom & Hotel in Golden, Colorado, four Magnolia Hotels located in Denver, Houston, St. Louis and Omaha as well as the Lake Nona Wave Hotel in Orlando, Florida. CoralTree also is managing two exciting projects that are currently in development including Pier Sixty Six Resort in Fort Lauderdale and Hotel Polaris at the United States Air Force Academy in Colorado Springs. For more information on CoralTree, visit www.CoralTreeHospitality.com.

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