

THE JOSIE JOINS MARRIOTT INTERNATIONAL'S AUTOGRAPH COLLECTION HOTELS

Rossland's boutique ski-in, ski-out hotel cultivates its unique identity while transitioning to an Autograph Collection Hotel by late 2021

Rossland, British Columbia, CANADA – October 4, 2021 – William Cole Hotel, LP today announced it has signed an agreement with Marriott International that adds [The Josie](#) in Rossland, BC to Marriott International's exclusive [Autograph Collection Hotels portfolio](#).

Regularly ranked among the best ski hotels in North America, the 106-room property sits at the base of [RED Mountain Resort](#), the legendary independent, 3,850-acre (1,558-hectare) winter and summer playground, ranked ninth largest in skiable acres in North America. The Josie will be the ninth Canadian hotel to join Marriott's Autograph Collection, bringing an eclectic, contemporary and authentic brand to one of the most sought-after ski resorts on the continent.

"Placing The Josie in Autograph Collection Hotels is a win for all of our guests who can now benefit from The Josie being part of Marriott Bonvoy, an extraordinary portfolio of 30 hotel brands and an award-winning travel program," said Spencer Clements, President of William Cole Companies, the developer of The Josie. "We created The Josie specifically for Rossland and Red Mountain Resort. Knowing that Autograph Collection Hotels recognizes and celebrates that uniqueness while delivering a luxury, personalized experience is what convinced us to add this strong brand to our hotel."

Managed by Noble House Hotels & Resorts, The Josie offers outdoor adventurers immediate ski-in, ski-out/bike-in, bike-out access to RED Mountain Resort. With a collection of stylish guest rooms and suites designed to bring the outdoors in, alongside crackling fire pits, a premier spa and fitness facility, and ski concierge services, The Josie merges boutique accommodations with rugged mountain adventure and the distinct spirit of Rossland. The destination property is home to more than 2,500 square feet of flexible event space, including an adjoining terrace – all boasting panoramic vistas of RED Mountain and the Rossland range. After an exhilarating day on the mountain, guests can linger at [The Velvet Restaurant and Lounge](#) over a soul-enriching culinary experience. Here, a regional menu spotlights ingredients from local farmers and growers, paired with a curated wine list and signature cocktails.

Now is the perfect time for outdoor enthusiasts to book a trip to Rossland. In 2019, RED Mountain added a new chairlift and seven runs, expanding the skiable area of Topping Creek to over 300 acres and helping to streamline skier flow to Grey Mountain. In 2020 they joined the Ikon pass community opening up the opportunity to North American Ikon pass holders. The mountain enjoys 300 inches (7.6 metres) of annual snowfall, and offers novice and intermediate skiers a paradise of wide-open groomed runs, epic vertical (2,919 feet/890 metres), affordable in-bound cat-skiing (\$10 per run), 360-degree descents, and some of the best mountain biking in BC.

"We are thrilled to work with William Cole and welcome The Josie into our Autograph Collection Hotels portfolio," said Paul Loehr, Regional Vice President, Development, Marriott International. We continue to expand our Autograph Collection Hotels brand throughout Canada as owners look to affiliate their independent hotels with Marriott's powerful global distribution platform, marketing and sales engines, and turnkey loyalty program. We look forward to The Josie's expected opening later this year."

Marriott's Autograph Collection Hotels comprise 237 independent hotels around the world hand-selected for their inherent craft and distinct perspectives on design and hospitality. The Josie will be

formally converted into an Autograph Collection Hotel by late 2021. For more information about The Josie, visit www.thejosie.com.

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ABOUT WILLIAM COLE

William Cole focuses on meaningful hospitality and master planned community projects, including The Josie and its sister property, The Stella, located at the acclaimed Lake Walk development in Bryan – College Station, Texas. The Stella was voted the #3 hotel in Texas by Condé Nast Traveler’s 2020 Readers’ Choice Awards and is also becoming an Autograph Collection Hotel. 2021 marks the 25th anniversary of the company, which is also a partner in the 1,000-acre Traditions Club and Community, home to the Texas A&M Golf Teams. At William Cole Companies, “We Create Meaningful Places.” For more information please visit WilliamColeInc.com.

ABOUT AUTOGRAPH COLLECTION HOTELS

Autograph Collection Hotels advocates for the original, championing the individuality of each of its 200+ independent hotels located in the most desirable destinations across more than 30 countries and territories. Each hotel is a product of passion and a personal realization of its individual founder’s vision, making each hotel singular and special: Exactly Like Nothing Else. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection hotels offer rich immersive moments that leave a lasting imprint. For more information, please visit www.autographhotels.com, and explore our social media channels on Instagram, Twitter, and Facebook to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection Hotels is proud to participate in Marriott Bonvoy, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

ABOUT NOBLE HOUSE HOTELS & RESORTS, LTD.

Built upon a philosophy that emphasizes location, distinction, and soul, Noble House Hotels & Resorts dedicates itself to creating and managing exceptional properties that celebrate their local communities. Headquartered in Seattle, Washington and continuously growing, the Noble House portfolio features a luxury and upper upscale portfolio of 20 distinct and visually captivating hotel properties, over 60 restaurants, bars, and lounges, the Napa Valley Wine Train, and a collection of spas, marinas, and private residences throughout the U.S. and Canada. For more information, visit www.NobleHouseHotels.com or call Noble House Hotels & Resorts at 877.NOBLE.TRIP.

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