

what they're saying

The Allison is among the highlights of "50 Trends to Try in '09."

"Best travel values around the Americas – The Willamette Valley is less pricey than Napa."

Food & Wine magazine, January 2009

"The first luxury inn, spa, and conference center in Oregon's famed Willamette Valley wine country... The feel of a rich wine-country estate house surrounded by aspen groves and 35 acres of gardens, walking paths, and a working pinot noir vineyard. Indoors, a pool and spa with waterfall connecting one level to the next."

Elite Meetings magazine, January 2009

"For a true Oregon family of achievers, the 2008 crown goes to the Austin family of Newberg... Joan is the philanthropic visionary whose current project is overseeing the development of The Allison, an Oregon wine country boutique resort opening next summer."

gerry frank, the Sunday Oregonian, December 7, 2008

"Located about an hour's drive south of Portland...this slumbering grapevine district is home to more than 200 wineries, most of which beckon visitors with tasting rooms and even eco-wine tours...."

Why go in 2009: Although enthusiasts forecast that this will be the next Napa Valley, the less-commercialized Willamette Valley remains — for now — a much more affordable vino-centric destination than its southerly California neighbor...

In August... the region's first luxury inn, The Allison Inn & Spa, will be unveiled, featuring extras like a restaurant dishing out regional cuisine and a working vineyard."

Shermans Travel, Msnbc.com, December 2008

"This is a destination coming of age, with enough charms and quirks to satisfy serious wine people and the rest of us too."

christopher reynolds, Los Angeles Times, October 5, 2008

"This first luxury hotel in Oregon wine country is unique – it's not a chain, shaving costs to maximize profits, it's an investment in the neighborhood and a legacy to seven generations of the Austin family."

Koin News, September 28, 2008

"The word is out that wine-country is primed to add something special to its array of destinations."

dana tims, the Oregonian, September 28, 2008

"The Allison is in the vanguard of Oregon wine tourism."

jim mclaren, Kex Radio, September 25, 2008

“(The Allison)... set to put Oregon wine country on the map.”

andrea toochin, Trendcetera magazine, September 11, 2008

“...a lot of people with a lot of money want to vacation in wine country.”

jason lett, from an article published in Gourmet, February 2008

“This development has won praise from some of the region’s most prominent winemakers because it is entirely within Newberg’s urban growth boundary and does not encroach on valuable vineyard land.”

Oregon wine press, January 2008

“Forget about Napa Valley, Oregon’s wine country is taking on a unique life of its own.”

alyse vordermark, Brainstormnw magazine, November 2007

“The Allison will overlook rolling hills and vineyards, but being within the Newberg city limits, it won’t put pressure on vineyard resources.”

harvey steiman, Wine Spectator, October 12, 2007

“...It will be the first opportunity for our best customers to enjoy luxurious accommodations and dining in wine country without encroaching on valuable agricultural lands. We look forward to working with the resort staff to optimize their patrons’ visit to Oregon’s premier wine region.”

david adelsheim, president and co-founder, Adelsheim vineyard, September 27, 2007

“...You know, the wine industry needs a living room. We need a place where we can get together and meet somewhere in wine country. And we also need a place where we can send the people that visit us.”

jason lett, winemaker and vineyard manager, Eyrie Vineyards winery and black cap winery, September 27, 2007

“The sprawling valley is an intoxicating breath of fresh air from the more crowded and upscale Napa Valley, and more compact than Sonoma County... Burgundy may be the birthplace of Pinot Noir, yet Willamette Valley certainly qualifies as being the ‘Burgundy of the West’...”

San Francisco Chronicle, September 9, 2007

“The Allison is really going to raise the bar...”

ronni lacroute, co-owner, WillaKenzie Estate, September 2007

“The site the Austin family has chosen emphasizes that a hotel in a beautiful location doesn’t have to come at the expense of the land base the wine industry needs in order for economic growth...”

susan sokol blosser, Sokol Blosser Winery, November 28, 2006