



THE WREN TO WELCOME ADVENTURE-SEEKING TRAVELERS FOR SUMMER 2022 OPENING

The new 73-room hotel in the heart of downtown will serve as the starting point for an authentic Missoula experience



Caption: Rendering of The Wren (Credit: The Wren)

MISSOULA, Mont. (June 7, 2022) – The Wren, a new and distinctly local hotel situated in the heart of downtown Missoula and operated by Columbia Hospitality, plans to open its doors this summer as a basecamp dedicated to highlighting the best the region has to offer.

The property, built in a 1960's era building, has been renovated and revitalized into what is now a locally inspired boutique hotel. Featuring one-of-a-kind guestrooms, an airy interior courtyard, and custom artwork designed by Montana-based artists, The Wren reflects the unique and welcoming vibe that is Missoula and its local community.

“There is an endless list of things to do in and around Missoula ranging from outdoor recreation, entertainment and great food. And The Wren will serve as the perfect home base for adventures around the city,” said General Manager Ryan Gray. “We’re committed to shaping The Wren as a space that is connected to the community. Staying with us, will always mean you’ll enjoy the best of the town, the area and the culture.”

On-site, visitors will be welcomed by a café on the ground floor, operated by [Black Coffee Roasters](#), serving organic, craft-roasted and sustainable coffee. Next to the café will be a new [Revolv Menswear](#) location, a Montana-based men's clothing retailer. Guests looking for a quiet space to connect may use the hotel's 500 square feet of gathering space, including a tech-ready collaborative working room.

The Wren has turned what is typically a hotel lobby into a custom-designed Map Room, featuring local information as well as revolving exhibitions from the Missoula Art Museum. Inside the Map Room, The Wren's team members, affectionately known as "Guides", are local experts and can provide recommendations for the best of Missoula, including lesser-known local gems and off-the-beaten-path attractions.

The Wren's nine room types will suit the needs of any traveler, ranging from the Ridgeline Suite and its king-size bed to the Bunk Room, which will have a bunk bed and sitting area with a modern sofa lounger. Guestrooms will come complete with complimentary Wi-Fi, flat-screen HDTVs, plush bathrobes, comfy pillow-top beds, tiled bathrooms with walk-in showers and [MALIN+GOETZ](#) natural toiletries.

An abundance of outdoor adventures are steps away from the hotel, from cycling to fly-fishing to hiking and more. Entertainment options include several nearby museums and concerts at historic halls or the picturesque [Kettlehouse Amphitheater](#). With the hotel's ideal downtown location, guests are just steps away from some of the city's best restaurants and shopping.

This is the third property owned, designed and repurposed by a Bozeman-based group, which opened The LARK in Bozeman in 2015 and The FINCH in Walla Walla, Washington, in 2019. The group's ethos is to resurrect old unused buildings and breathe new life into the downtown spaces that they call home. All three properties feature essentialism and high design intent while remaining true to, and genuinely inspired by, their surroundings. For rates, availability and reservations, please call 406-401-4400 or visit <http://wrenmissoula.com>.

ABOUT THE WREN

Located in downtown Missoula, The Wren is a 73-room, newly renovated hotel with a foundation built upon community spirit and sensibility. Originally built in the 1960's, the

building has been revitalized, and features clean, fresh architecture highlighting local art, one-of-a-kind guestrooms, and spaces that encourage guests to experience all that Missoula has to offer. Guestrooms inspired by the local culture, and thoughtful amenities make for an easy home base. Onsite, Revolvr Menswear, a Montana-based men's clothing retailer, and Black Coffee Roasters, a local and sustainable coffee shop, are located on the ground level. Missoula is accessible by car, train, or air via the Missoula Montana airport. For rates, availability and reservations, please call 406-401-4400 or visit www.wrenmissoula.com.

ABOUT COLUMBIA HOSPITALITY

Columbia Hospitality (Columbia) is a national management and consulting company established in 1995 by founder and CEO John Oppenheimer. Their growing portfolio includes award-winning hotels and resorts, premier residential communities, restaurants and bars, private and public golf clubs, conference centers, and distinctive venues. Columbia creates exceptional experiences for guests and team members while achieving phenomenal results for property owners. Columbia has also consulted on hundreds of hospitality projects worldwide, delivering a high level of customized service to partners and investors. For more information about Columbia and to view the entire portfolio, visit <https://www.columbiahospitality.com>.

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