

# 5 Game-Changing New Hotel Brands

A fresh focus on community, inclusivity, and flexibility is reshaping the industry

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A vibrant mural, shown in a rendering, will define the Caption by Hyatt Shanghai Zhongshan Park, set to open in 2023

A handful of recently launched brands centered on community, inclusivity, and flexibility are reinventing the hospitality and travel sectors.

## Soleil Hotels & Resorts



A rendering of Soleil Kauai in Hawaii, set to open in 2023 with views of the Pacific Ocean

Catering to multigenerational travelers was the impetus behind [Soleil Hotels & Resorts](#), the approachable luxury alternative to [Timbers Company](#)'s high-end Timbers Resorts. "We've found that people would rather take a great vacation with their family than buy another car, which has only been amplified since COVID-19," says Timbers Resorts CEO Greg Spencer. With the first property set to open in Kauai, Hawaii in 2023, the 72 condominium-style residences "will have all the attributes that make Timbers Resorts attractive to people," says Spencer, but at an affordable price point. Residing within 450 acres of Hōkūala with views of the Pacific Ocean and the Ha'upu mountain range, Soleil's design by Hilton Head, South Carolina-based J. Banks Design Group will be resplendent in the colors and textures of Kauai (think wood and plentiful greenery), with spaces that blur the line between indoor and out. "We like to have fun at what we're doing," Spencer points out, "because it's what we're passionate about."