

Residential Real Estate

Timbers Company launches Soleil Hotels & Resorts brand with Soleil Kauai



Image: Courtesy G70

A rendering of Soleil Kauai from Timbers Company

COURTESY G70



By [Stephanie Salmons](#) – Reporter, Pacific Business News

Dec 1, 2021, 6:54pm EST

IN THIS ARTICLE

Commercial Real Estate
Industry

Florida-based Timbers Company has launched its new Soleil Hotels & Resorts brand - what it calls a "thoughtfully curated collection of hotels, resorts and residences in intriguing locales."

THE **ZIMMERMAN** AGENCY

First to be introduced under the new brand is Soleil Kauai, 72 condominium-style whole ownership residences that will be located within the Hokuala development on Kauai.

"Soleil Hotels & Resorts offers a modern approach to owning a second home and accessible, domestic vacation options for a new generation of affluent travelers," officials with the company said in a statement.

"As the luxury market continues to expand and diversify, we saw a white space to take the Timbers formula for success and create a new brand with the aim of providing comfortable luxury for a broader market of discerning travelers," Timbers Co. CEO Greg Spencer said in a statement. "For your family, we proudly introduce Soleil Hotels & Resorts. Whether you're on the ski slopes, the golf course or by the beach, the light of Soleil will brighten your experience from the moment the sun rises on your stay until it finally sets."

Spencer told Pacific Business News that a condo development was one of the next phases in the company's development of the 450-acre Hokuala.

"We were talking about how to brand it and how to position it, and we really felt that it did fit with the whole ethos and spirit of what we were trying to do with the brand of Soleil," he said. "We wanted to be in sun-focused locations, hence the name, we wanted it to be a little bit more approachable from a price point perspective than our sister brand, Timbers Resorts, and we really felt that hey, Kauai is about sun and fun and families and authenticity, and all those things that we want the brand to stand for. So, frankly, we couldn't think of a better location than to really try to impress upon the market what we want this brand to stand for than Kauai."

Spencer said designs are still underway, but sales are anticipated to start in late spring 2022.

Construction would start in early fall and is slated to be complete by the first quarter of 2024.

"We're very excited about it," Spencer said. "We do think that there's demand on the island of Kauai for the price points that we're trying to [be] at, which is in that mid- to upper \$2 million range."