

Alex and the Clarion Pointe Wenatchee: “The Perfect Balance”

Have you ever wondered what leads a hotelier to select a particular hotel brand and location for their property? Alex Tank explains why he made Clarion Pointe and Wenatchee, Washington, his choice.

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“I believe that Clarion Pointe has found the perfect balance between the amenities [and] the experience, creating a true value for the hotel guest,” Alex says. “The wall art and the breakfast and the wine and beer available for people — this is kind of giving a more comfy feeling to the guest and at the same time to me.”

As for Wenatchee, the city is nestled between the Cascade Mountains and the Columbia River, offering stunning views and abundant outdoor activities like hiking, biking, skiing, and water sports.

“This is an amazing place, surrounded by the mountain [and] the river,” says Alex. “The first impression was amazing, and I said, ‘Wow, this is just — it’s a good feeling!’”

Wenatchee is known as the “Apple Capital of the World” because its fertile orchards produce a third of all apples grown in the United States. Alex’s property pays tribute to that cultural identity from the moment a guest walks through the doors.

“I actually love the murals,” says Miriam, a member of the hotel’s Welcome Team.

“Me, too... My favorite one, personally, is the one where you first enter,” says Sarah, a member of the Clean Team, pointing at a floor-to-ceiling picture of an apple tree overlooking the Columbia River. “It actually shows the pride of our valley and how this is the ‘Apple Capital of the World.’”

The Clarion Pointe brand was launched in 2018 to meet savvy and sensible customers’ growing preference for affordable accommodations that deliver sleek and elevated essentials — like contemporary design touches, comfortable rooms with signature murals, fitness centers with modern cardio and strength-training equipment, and a marketplace with craft beer, select wine and small bites. Earlier this year, Alex’s Clarion Pointe Wenatchee opened its doors as the brand’s 75th property.

“I feel so proud and blessed that I am an early adopter, being the seventy-fifth property in the country, and I look for to seeing maybe 500 or 1,000 properties.” Alex says.

“[Whether] this is your first hotel or the twenty-fifth hotel in your portfolio, you are part of the guest journey — you’re part of their story,” Alex adds. “But the ultimate goal [is] how you are connecting, how you are serving the community, and how you want to be part of their life.”

At Choice Hotels, we couldn’t agree more. And thanks to amazing hoteliers like Alex, we’re honored to be a part of millions of guests’ journeys every year.