

FORMER FOUR SEASONS BECOMES A BOUTIQUE HOTEL WITH A NEW NAME AND IRVINE CO. IN CONTROL.

NEWEST ISLAND IN NEWPORT

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THE ORANGE COUNTY REGISTER

All the prestige and familiarity of the **Four Seasons** name went out the window Tuesday at the 20-story hotel in Newport Beach that serves as a home away from home for executive business travelers.

Those road warriors woke up instead at **The Island Hotel Newport Beach**, the name selected by the **Irvine Co.** for the hotel it has owned for 18 years and now will manage. The team officially took over at midnight, aiming to bring its standard of luxury to a property that faces increasing competition.

The Irvine Co.'s decision to self-manage the hotel is part of the expansion of its resort division, a complement to the company's real estate and retail holdings. The management switch began two months ago, and the temporary sign on the high-rise building went up last week. But when the actual handoff occurred, the staff had less than 24 hours to eliminate hundreds of items with the old logo and replace them with freshly created ones.

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Hotel name changes

Other hotels in Orange County are getting new names with well-known hotel brands.

Sheraton Park Hotel at the Anaheim Resort: The Coast Anaheim Hotel joins Starwood Hotels & Resorts with the new Sheraton name this spring. The hotel closed in September for a \$32 million renovation. The 11-acre property includes 490 guest rooms.

The Fairmont Newport Beach: That name replaced The Sutton Place this past summer after Sunstone Hotel Investors bought the 444-room hotel and hired Fairmont to manage it. The hotel is getting a \$22 million renovation of its guest rooms and public areas.



PHOTOS: CINDY YAMANAKA, THE REGISTER

ABOVE: The bird of paradise is the new logo of The Island. The flowers line the entrance and were among the first visible changes to the hotel. **RIGHT:** Bertha Carballedo, director of house-keeping, swaps old stationery pads with ones that have The Island logo. As of Tuesday morning, the Irvine Co. took over management of the hotel that it has owned for 18 years.

