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Kimpton The Goodland Hotel Launches First VNYL Record Shop in Lobby

SoCal Boutique Builds on Retro Design with New Partnership; Creates Ultimate Music Experience



Santa Barbara, Calif.—April 13, 2016—

Kimpton The [Goodland Hotel](#) announced today it has partnered with LA-based [VNYL](#), a music discovery subscription service, to create a vinyl record shop on the property. Not only is this initiative a first for Kimpton Hotels & Restaurants, but it is also VNYL's first record shop inside of a hotel. The space features dozens of titles that can be enjoyed during one's stay and purchased for the road, as well as listening stations

powered by SONOS and VNYL's connected turntable line, TRNTBL, that allows for listeners around the world to see what's spinning at The Goodland.

Located along the California coastline in Goleta, the 158-room The Goodland is a SoCal-inspired bohemian oasis, that features a variety of nostalgic Americana amenities and programming, including a vintage house car and airstream, curated art gallery, in-room record players, film and concert series, adult summer camp-style games, yoga, pop-up shops and workshops, taught by local purveyors. The new partnership with VNYL will build on the art and music offering, further amplifying the guest experience.

"The collaboration with VNYL is the evolution of our record program at the hotel," said Lea Sindija, Director of Programming at The Goodland, who has been dubbed the

‘record concierge.’ “The hotel opened with vinyl and record players in every room which guests really enjoyed, so we wanted to take it a step further to enhance the guests’ stay. We curated the content of the shop to embody The Goodland vibe, and it’s stocked with music from the sixties through the nineties, in addition to most of the bands that have performed on property. The ultimate take away from the record shop would be to have a guest discover new music that they can take with them and enjoy.”

VNYL Founder Nick Alt adds, “VNYL and The Goodland share a deep passion for music discovery. I’m thrilled that together we will create unique and memorable experiences both for their guests and the Santa Barbara community.”

The Goodland and VNYL collaborated with LA-based design and build group [Ink & Wood](#) to create VNYL’s retail experience in the hotel’s retro Americana style, using sustainable materials and modern simplicity. Watch video [here](#).

To celebrate the launch, the hotel and VNYL will be hosting a music-filled event on May 19, featuring Grammy nominated, platinum album certified [Christian Rich](#), Oakland based, indie-darlings [Waterstrider](#), and Jay Z’s tour DJ and scratch vinyl legend [DJ Neil Armstrong](#), along with a special surprise guest. All of the artists performing will be stocked in the record shop, and limited tickets are available via an [RSVP link](#). Additionally, the hotel will be offering a launch package ‘[Positive Spin](#),’ which includes deluxe accommodations, two cocktails upon arrival and a guest’s choice of record. Package starts at \$199 and will be available for booking through Dec. 31, 2016

About The Goodland

The Goodland, a Kimpton Hotel is located along the California coastline in Goleta, neighboring historic Santa Barbara. A pet-friendly, free spirited bohemian oasis, inspired by the SoCal lifestyle, the 158-room hotel is known for its nostalgic Americana amenities and programming, including a vintage house car and airstream, record shop, curated art gallery, film and concert series, yoga, pop up shops, in-room record players and workshops taught by local purveyors. Known for culturally-relevant arts and events, the hotel also has a major local draw. Outpost restaurant serves locally sourced cuisine and the lobby bar, Goodbar focuses on hand crafted cocktails. The Goodland offers more than 6,000 square feet of indoor/outdoor meeting space, including a pre-function space and an event lawn for weddings, pool scene, musical performances and other social events. For more information, please visit www.thegoodland.com.

About VNYL

VNYL is a music discovery subscription that personally selects vinyl records for each member of the service. Members complete an online music profile and connect their music streaming accounts. VNYL curators then hand-pick the best new vinyl for that member to arrive monthly. VNYL will also introduce the first connected-turntable, TRNTBL, that allows listeners to connect and tune-in to what they’re listening to with fans around the world. For more information, please visit vnyl.org