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Carneros' Newest Inn-ovation

Napa Valley's Carneros Inn adopts an approach to hospitality where togetherness is "in" and pretentiousness is "out."

By Carby Fisher

You won't find a high-rise packed with cookie-cutter rooms amidst a sea of gray parking lots at the Carneros Inn. And you might also notice the absence of Italian marble, lavish chandeliers and highbrow airs. What you will find at the Carneros Inn is a totally unique approach to the five-star resort—an approach with community at its heart. Whether that community represents the neighbors who live and work in Napa's and Sonoma's Carneros grape growing region, or the wine enthusiasts whose stay may only span a long weekend.

Keith Rogal, the steadfast visionary behind the Carneros Inn, is responsible for bringing the first new resort to be approved in over 20 years to the Napa Valley—and the first resort to the famous Carneros appellation. As founder and CEO of Carneros Partners, the San Francisco-based company of investor-owners developing and managing the \$67 million inn, Rogal guides all development and approves every decision regarding the inn with the excited concern of a new father. From the bed sheets down to the baking sheets, Rogal knows what he wants. Above all, he wants to create a place where locals and visitors can come to visit, relax, hold meetings and events, and grab a bite without having to drive all the way into Napa.

Photo by Masateru Yoshida

