



Boutique hotel to add unique experiences

As a mutual business insurance company, we build relationships, deliver exceptional customer service, and strive to provide a truly distinctive experience for our customers, agents, and brokers who visit our headquarters in Stevens Point, Wisconsin.

It is with this in mind that this past summer we announced plans to build a boutique hotel at SentryWorld, located across the street from our home office. The hotel will be built just off the championship golf course's 18th fairway, providing beautiful views of the course and its peaceful parkland setting. The hotel will feature spacious suites and intimate gathering spaces paired with an authentic, Wisconsin-style hospitality experience we'll oversee from start to finish.

The charming, upscale hotel will join the SentryWorld complex that already houses dining, golf, tennis, and several unique event spaces that host bigger weddings and conferences. SentryWorld also provides professional event planning and catering services, plus a restaurant and bar, bridal salon, and pergola for outdoor weddings.

By adding luxury lodging, SentryWorld will truly become one of Wisconsin's premier golf, event, and recreation destination. The hotel will match the active vibe of the complex, as we look to connect the indoors and outdoors and encourage visitors to check out the adjacent 27-mile recreational trail.

"The Stevens Point area has a wide variety of accommodations for visitors. Adding a luxury hotel to the mix will serve those seeking that one-of-a-kind experience," says Sara Brish, executive director of the Stevens Point Area Convention & Visitors Bureau. "Being located at SentryWorld, with its beautiful, high-quality event spaces, will help attract more weddings, corporate retreats, and tradeshow to our community."

We break ground on the hotel in spring 2020, with a scheduled opening in spring 2021.

