

Getaway



Taglines

Where free time is second nature
A day off for the always on
Disconnect to reconnect
Simple escapes to tiny cabins nestled in nature
Escapes to nature that allow you to be off

Description

Getaway is a health and wellness hospitality company on a mission to make space in the world for free time. The tiny cabins Getaway offers provide undistracted time that allow our guests to slow down from their busy routines, disconnect from work and technology and reconnect to themselves and each other. Our Outposts are located less than two hours outside of major cities, and cabins are reserved by the night.

Origin Story

Jon Staff grew up in a small rural town in northern Minnesota, with most of his childhood spent outdoors. After moving east for college, Jon found himself longing for the simpler times of his youth, forming a new appreciation for the role that nature had played in his upbringing. Fast forward a few years and Jon, at only 25, had burned out on the heels of a hyper demanding startup job.

He quit and hit the road—favoring a 26' Airstream trailer, over a permanent home—to travel the American West. For the first time in a while he had the space to reflect, and he decided this kind of work-life, nature-city balance was critical to his emotional wellbeing, productivity, and happiness. The idea for Getaway took shape after



entering Harvard Business School—If he needed to escape to nature to reflect, recharge, and unplug, then he was sure others did, too.

It was the summer of 2015, when Jon and his college buddy Pete Davis launched Getaway. The idea: build tiny cabins, place them in nature, and make them easily accessible to stressed-out people looking to escape and rejuvenate. Months later, the first Getaway cabin, the Ovida, arrived in southern New Hampshire outside of Boston, and rarely had a vacant night. It was clear: the idea resonated immediately.

In April 2016, after six months of widespread press coverage, hundreds of emails from enthusiastic fans, and diverse investor support, Getaway began its expansion to a second Outpost: New York.

When the cabins filled up throughout 2016—in the cold and the heat, on weekends and on weekdays—Getaway was able to grow even more, and in 2017, Getaway even turned down funding on SharkTank. Today in 2022, Getaway offers escapes to tiny cabins within 2 hours of major cities all over the country, and has plans to expand to even more markets. Guests can unplug, enjoy some solitude and peace in nature at Outposts outside of Atlanta, Austin and San Antonio, Boston, Charlotte and Raleigh, Chicago, Cleveland and Pittsburgh, Dallas, Houston, Kansas City, Los Angeles, Minneapolis, Nashville, New Orleans and Baton Rouge, New York, Portland, Seattle, and Washington, D.C.

Jon still lives—and works—by the lessons he learned on the road: by building better work-life balance through disconnection, we can be better at our jobs, have better relationships, and simply enjoy the important things, like the company of loved ones and time in nature.

How It Works

Book your escape at any of our Outposts at getaway.house. A week before your stay, we'll email you the Outpost address, and the morning of your check in, we'll send you the name of your cabin and your door code. With no front desk, you'll simply self check in and later, self check out. Checking in is as simple as parking in your designated spot, punching in the door code, locking your phone away, and taking a deep breath. Our cabins have everything you need, and nothing you don't, to enjoy some undistracted, uninterrupted time in nature.



All of our Outposts are located within a 2 hour drive of major cities—far enough to disconnect, but close enough to make for a spontaneous escape and easy trip. We currently operate 19 Outposts:

- Atlanta (Getaway Chattahoochee)
- Austin + San Antonio (Getaway Hill Country)
- Boston (Getaway Blake Brook and Getaway Machimoodus)
- Charlotte + Raleigh (Getaway Asheboro)
- Chicago (Getaway Barber Creek)
- Cleveland + Pittsburgh (Getaway Beaver Creek)
- Dallas (Getaway Piney Woods)
- Houston (Getaway Brazos Valley)
- Kansas City (Getaway Ozark Highlands)
- Los Angeles (Getaway Big Bear)
- Minneapolis (Getaway Kettle River)
- Nashville (Getaway Dale Hollow)
- New Orleans (Getaway Homochitto)
- New York (Getaway Eastern Catskills, Getaway Western Catskills and Getaway Machimoodus)
- Portland (Getaway Mount Adams)
- Seattle (Getaway Skagit Valley)
- Washington, DC (Getaway Shenandoah)

Our Tiny Cabins

Our custom-built tiny cabins range from 140 to 200 square feet and come with everything you need for a simple escape to nature: a comfy queen bed or queen bunks, linens, a 2 burner stove, mini-fridge, sink, toilet, hot shower with shampoo, conditioner, and body wash, heat and AC, an outdoor fire pit with grilling grate and outdoor seating, cookware, silverware, dishware, a mini-library, and a cell phone lockbox to encourage disconnection. Guests are welcome to bring their dogs along for a \$40 fee per booking and will be provided dog bowls, treats, waste bags, and an outdoor lead. Outposts have limited cell phone reception and no WiFi; a landline is provided in the cabin in case of emergencies. Our team is available 24/7 by text, call, or email to ensure that our guests' experiences are completely stress-free.

Company Details

Headquarters Formerly Brooklyn, NY, fully remote since 2021

Founder and CEO Jon Staff

Co-Founder Pete Davis

General Contact lodge@getaway.house

Press Contact press@getaway.house



Partnerships Contact partnerships@getaway.house

Design

Our cabins were designed with the idea of allowing our guests to immerse themselves in nature, while having everything they need to truly enjoy nature's many wonders. The cabins utilize natural elements—wood, metal, and glass—and Eastern White Pine throughout, to help create a seamless transition from outside to in. Every cabin has a big picture window to allow our guests to wake up to the sunrise or doze off gazing at stars. These textures pair with simple hints of neutral tones throughout, including our crisp white linens and accents, a multi-purpose table that guests can use to eat a meal made together or play a game of cards, or simply have a deep conversation. Our design focuses on creating a place that enables our guests to escape to nature as effortlessly as possible, and unlock a deep and memorable experience within.

Locations

Getaway Asheboro

in Asheboro, North Carolina, outside of Charlotte and Raleigh
32 cabins, 31 acres

Getaway Barber Creek

in Grand Junction, Michigan, outside of Chicago
41 cabins, 79 acres

Getaway Beaver Creek

in Lisbon, Ohio, outside of Pittsburgh and Cleveland
36 cabins, 58 acres

Getaway Big Bear

in Running Springs, California, outside of Los Angeles
40 cabins, 59 acres

Getaway Blake Brook

in Epsom, New Hampshire, outside of Boston
42 cabins, 49 acres

Getaway Brazos Valley

in Navasota, Texas, outside of Houston
46 cabins, 142 acres

Getaway Eastern Catskills



in Catskill, New York, outside of New York City
65 cabins, 85 acres

Getaway Western Catskills

In Roscoe, New York, outside of New York City
36 cabins, 69 acres

Getaway Chattahoochee

in Suches, Georgia, outside of Atlanta
30 cabins, 56 acres

Getaway Dale Hollow

in Celina, Tennessee, outside of Nashville
50 cabins, 415 acres

Getaway Homochitto

in Meadville, Mississippi, outside of New Orleans and Baton Rouge
40 cabins, 197 acres

Getaway Hill Country

in Wimberly, Texas, outside of Austin and San Antonio
40 cabins, 60 acres

Getaway Kettle River

in Willow River, Minnesota, outside of Minneapolis
49 cabins, 96 acres

Getaway Machimoodus

in Moodus, Connecticut, outside of Boston and New York
45 cabins, 86 acres

Getaway Mount Adams

in Glenwood, Washington, outside of Portland
40 cabins, 80 acres

Getaway Ozark Highlands

in Osceola, Missouri, outside of Kansas City
45 cabins, 317 acres

Getaway Piney Woods

in Larue, Texas, outside of Dallas
40 cabins, 99 acres



Getaway Shenandoah

in Stanardsville, Virginia, outside of Washington, DC
45 cabins, 80 acres

Getaway Skagit Valley

in Mount Vernon, Washington, outside of Seattle
36 cabins, 69 acres

Programs & Specials

One Tree Planted

For every Getaway booked, we help plant a tree in nature. So far, our guests have helped us plant over 30,000 trees.

Loyalty Program

In the hopes of encouraging our guests to make mindful escapes to nature a habit, we started the Getaway Often Club. For every 7 nights stayed, guests get 1 night free.

Getaway Often Packs

We offer a variety of packs that offer savings to our guests for escaping more often and for longer, tailored to when and how they want to escape.

Student Discount

Students are eligible to receive 15% off every Getaway.

Military, Veterans, and First Responders

Military, veterans, and first responders are eligible to receive 15% off every Getaway.

Healthcare Professionals

Those who work in healthcare in any capacity are eligible to receive 15% off every Getaway.

Artist Fellowship Program

Our Artist Fellowship Program was started to give artists the space to do what they do best: create. Artists apply on our website, and chosen fellows receive a free one night Getaway in exchange for sharing whatever art they create with us.

Nominate a Friend Program

Nominate a Friend allows our guests to nominate someone they think deserves some time in nature, especially those who may not have the



means or may not think to take the time themselves. We choose one winner each month to receive a free Getaway.

Rates

Cabins start at \$109/night, but rates vary by location, seasonality and availability.

Getaway Timeline

June 2016

Getaway Catskills West opens outside of New York City

February 2017

Getaway closes Series A round, led by L Catterton

June 2017

Getaway Blake Brook opens outside of Boston

October 2017

Getaway Shenandoah opens outside of DC

March 2019

Getaway Chattahoochee opens outside of Atlanta

May 2019

Getaway Beaver Creek (outside of Pittsburgh and Cleveland) and Getaway Mount Adams (outside of Portland) open on the same day

June 2019

Getaway closes Series B funding, led by Starwood Capital

August 2019

Getaway Big Bear opens

October 2019

Getaway Piney Woods (outside Dallas) and Getaway Catskills East (the second location outside of New York) open on the same day

April 2020

Getaway Hill Country (outside Austin) opens

June 2020

Getaway Brazos Valley (outside Houston) opens

July 2020

Getaway Asheboro (outside Charlotte and Raleigh) opens

January 2021

Getaway Western Catskills (outside New York) opens

February 2021

Getaway closes Series C funding, led by Certares

April 2021

Getaway Barber Creek (outside Chicago) and Getaway Dale Hollow (outside Nashville) open

October 2021

Getaway Skagit Valley (outside Seattle) opens

**December 2021**

Getaway Homochitto (outside New Orleans), Getaway Kettle River (outside Minneapolis) and Getaway Machimoodus (outside Boston) open

February 2022

Getaway Ozark Highlands (outside Kansas City) opens

Data

- Total employees (home and Outposts): 409 (178 FT and 231 PT)
- 784 total cabins
- 588% increase in total bookings since 2018
- Raised in total \$180M over the last six years
- 84 Net Promoter Score
- 92% Occupancy
- 100% direct bookings made on site, not 3rd party bookings or OTAs
- 2.3M social followers and subscribers
- 70% Millennials

**Jon Staff,
Founder
& CEO**

Jon Staff is the founder and CEO of Getaway, a company that provides simple, unplugged escapes to tiny cabins outside of major cities across the United States. Getaway grew from Jon's lifelong appreciation for the great outdoors, having grown up in a cabin in rural northern Minnesota.

Jon earned inclusion in Crain's inaugural LGBTQ Leaders & Executives list and is the author of *Getting Away: 75 Everyday Practices for Finding Balance in Our Always-On World*, a guide to unplugging and reconnecting with what really matters on a daily basis. Jon is also an Ali Forney Center Capital Campaign Committee member and Point Foundation mentor.

He earned his AB and MBA from Harvard University and now lives in Brooklyn with his partner, Michael.

Getaway

