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# THE RIDGE

## **THE RIDGE HOTEL GARNERS BUSINESS INNOVATION AWARD**

*Modern Redesign Targets Millennials, Boosts Walworth County Business Overall*

**Lake Geneva, WI** – Demonstrating a commitment to innovation with its recent multi-million-dollar redesign, Lake Geneva, Wisconsin's [Ridge Hotel](#) was awarded the Business Innovation Award from the Walworth County Economic Development Alliance ([WCEDA](#)) at the organization's November 10th annual meeting.

"The Ridge Hotel's extensive renovation was an intentional approach to appeal to millennial travelers and locals who want to live and work in the area," said WCEDA's Executive Director Derek D'Auria during the award presentation. "The Lake Geneva area already has an upscale brand. The Ridge is now opening this brand to the millennials and will help our area tap this enormous target segment."

Specifically, D'Auria pointed beyond The Ridge Hotel's sleek, contemporary facelift to the technological and cultural upgrades that further strengthened the hotel's competitive edge and performance. "Today's e-social consumer and hospitality customer wants soundproof meeting rooms, convenient impulse areas for grab-and-go, plug-ins and media throughout a property and speed of response," said D'Auria.

The Ridge Hotel responded with such innovations as floating ceiling sound barriers; an inviting coffee and wine bar strategically situated in the open lobby; real-time information projected throughout the public spaces on flat screens at eye level; and a completely new Wi-Fi system with enough bandwidth to allow every room and customer to stream Netflix on three devices at the same time.

Ridge Hotel General Manager Todd Baior accepted the Business Innovation Award on behalf of the hotel and its management company, [Paloma Resort Properties](#). "The Ridge Hotel's redesign gives our property – and the Lake Geneva area as a whole – a leg-up in a very competitive market," said Baior. "When we book more rooms, we help raise sales – and the tide – for area businesses."

"Our goals dovetail with that of WCEDA as a whole," said Baior, "in that by creating successful state-of-the-art facility, we also provide more jobs and attract qualified millennials as both employees and guests."

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**RIDGE HOTEL BUSINESS INNOVATION AWARD (cont.)**

Ridge Hotel and Business Innovation Award photos are available at  
<https://www.dropbox.com/sh/xe7il0pcr4psy6z/AABcnrD6UmrnAd29-eq1g94ya?dl=0>

**About The Ridge Hotel**

Managed and operated by [Paloma Resort Properties](#), the 146-room Ridge Hotel overlooks acres of wooded shoreline and the award-winning Geneva National Golf Club. The hotel's Crafted Americana restaurant and lounge, outdoor poolside terrace, and 10,000 square feet of flexible meeting and banquet spaces offer magnificent panoramic views of the property, which is just five minutes from the bustling downtown Lake Geneva. Amenities include indoor and outdoor pools, a 12-foot outdoor fire feature, an on-site health club, spa, and new bean + vine coffee and wine bar.

**About Paloma Resort Properties**

A privately owned golf and hospitality management company based in Lake Geneva, WI, Paloma Resort Properties provides innovative and proven solutions for premier Midwestern hotels, resorts and private clubs. Founded in 1989, Paloma owns the award-winning Geneva National Resort in Lake Geneva, WI and boasts a long-standing track record of establishing, reviving and rebranding champion golf + hotel resorts throughout the U.S. Experts in hospitality turnaround, golf course management, membership programs and food and beverage operations, the Paloma team personally commits to each property with an accessible, hands-on approach that translates to a welcome return on investment for each property owner. Learn more at [palomaresortproperties.com](http://palomaresortproperties.com)

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