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THE RIDGE

THE RIDGE HOTEL RECEIVES HOSPITALITY IMPACT AWARD

Multi-Million-Dollar Redesign Key to Lake Geneva's Continued Popularity

Lake Geneva, WI – Lake Geneva, Wisconsin's newly renovated [Ridge Hotel](#) took home the coveted Hospitality Impact Award from [VISIT Lake Geneva](#), the city's Chamber of Commerce, at its September 29 annual dinner. Competing with a record number of nominees this year, The Ridge Hotel topped the list of those that invoked a positive influence on tourism in Southeastern Wisconsin's Lake Geneva area in 2016.

Noted for demonstrating vision and leadership, [Paloma Resort Properties](#), which manages The Ridge Hotel, received accolades for creating a new lodging experience in Lake Geneva with the reinvention of Geneva Ridge Resort as The Ridge Hotel.

"Representing a multi-million-dollar transformation, The Ridge guest experience now benefits from the latest technology and a contemporary, upscale design that previously was not available in our market," said VISIT Lake Geneva President and CEO Darien Schaefer during his presentation of the Hospitality Impact Award. "Rebranding the property has expanded the guest demographics to include millennials and young professionals, which benefits the entire area and helps establish Lake Geneva as a business and vacation destination for yet another generation."

On behalf of The Ridge Hotel, General Manager Todd Baior accepted the Hospitality Impact Award from Schaefer and Dave Hills, General Manager of Hawk's View Golf Course, which hosted the 72nd annual dinner.

"We were quite honored to receive the 2016 Hospitality Impact Award," said Baior, "as we know we are not the only property to have made significant capital improvements this past year. Together, the reinvestments in our hotels, restaurants and services not only provide more of a reason to visit Lake Geneva, but also help to secure jobs and revenue at the local and state levels."

Indeed, visitors to Wisconsin generated \$1.5 billion in state and local revenue last year, and more than 190,700 of the state's jobs are supported by tourism, according to the 2015 Economic Impact of Tourism in Wisconsin. Last year

(more)

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RIDGE HOTEL HOSPITALITY IMPACT AWARD (cont.)

in Walworth County alone, where more than 6,870 jobs are supported by hospitality and tourism, business sales for tourism totaled \$682 million, making Walworth the sixth highest county for tourism spending in Wisconsin, according to David Spiegelberg, Regional Tourism Specialist at the Wisconsin Department of Tourism.

During his acceptance speech, Baior relayed a story of a recent Ridge Hotel guest who had been coming to Lake Geneva for decades. "One of the reasons this guest continues to return is to see all the new and exciting attractions and changes that have been made in the area since he was here last," said Baior. "For us in the industry, it's exciting to provide the impetus for the ever-growing Lake Geneva."

Impact Award photos are available at

<https://www.dropbox.com/sh/inpjb87saew6ny6/AAD1Wi0yP9Yjs27CFtY3v9y2a?dl=0>

Ridge Hotel 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

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