



SNEAK PEEK: THE RIDGE HOTEL REDESIGN

11TH AUGUST 2016 [DANIEL FOUNTAIN](#)

Paloma Resort Properties has announced the completion of the second phase of extensive renovations to its The Ridge Hotel property.

The Ridge Hotel's \$4.5 million in sleek, modern upgrades include new dining and drinking concepts, an inviting and techsavvy lobby and reception area, enhanced fitness facility with new Life Fitness equipment, plus a fresh facelift to hallways, restrooms and the glass-adorned staircase to the ballrooms.

In addition to the new bean + vine coffee and wine bar, which opens up into the airy entrance, The Ridge Hotel is anchored by Crafted Americana, a contemporary restaurant featuring artistic, handcrafted American fare.

"We brought this rustic lodge-looking resort into the 21st century with this second stage of renovations and a stylish new brand," notes Paloma Resort Properties President Garth L. Chambers, whose company took over management in 2011 of the 146-room, full-service hotel. "When we pulled what was then Geneva Ridge under the Paloma umbrella, we promptly revamped operations and staffing and made vast physical improvements to the building's infrastructure, allowing for \$1.7 million in upgrades."

This initial phase of improvements included an expansive backyard veranda highlighted by a 12-foot-long fire feature and lounge; poolside sports bar overlooking the wooded Lake Como shoreline; outdoor wedding pergola and aisle; and a refreshed Aspen Ballroom with raised ceilings, state-of-the-art finishes, and French doors opening out to the patio.



Chambers anticipates that the redesign also could affect guest demographics. “The Ridge has a unique location just off the beaten track, five minutes from the bustling tourist town of Lake Geneva,” he notes. “Add to that prime location the property’s recent enhancements, and The Ridge Hotel becomes even more attractive to the business professional and millennial, while continuing to draw in golfers, vacationers and group business from weddings and retreats.”

According to Chambers, Paloma will monitor the success of the current renovations while also planning for the final redesign, geared to further enhance the guest experience while attracting the next generation of travelers to Lake Geneva. “Our goal is to start what we finished: reviving a struggling sleeper property and transforming it into a leading lodging and restaurant destination in Wisconsin.

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