



**A NEW CHAPTER OF LAKE LIFE BEGINS IN 2020 AT  
THE RITZ-CARLTON REYNOLDS, LAKE OCONEE**

*The Luxe Lakeside Resort Announces Multi-Million Dollar Transformation of Accommodations,  
Club Lounge, and Guest Experiences*

**GREENSBORO, GA (November 13, 2019)** – The serene lakeside shores encircled by native Georgia pines set the stage for a journey of transformation at The Ritz-Carlton Reynolds, Lake Oconee. Drawing inspiration from the lake views and lush landscapes that encompass the waterfront retreat, the resort’s multi-million-dollar renovation has begun and will spring new life into the luxury guest rooms and suites, Ritz-Carlton Club Level Lounge, and guest experiences - all capturing the spirit of effortless lake life.

“The transformation that our resort will see over this next year will redefine luxury in Georgia,” said Ralph Vick, General Manager at The Ritz-Carlton Reynolds, Lake Oconee. “We’re thrilled to be able to provide our guests with a rejuvenated experience through this exciting next chapter and look forward to being a part of lifetime memories and traditions created here at the resort.”

**ACCOMMODATIONS**

Guest room and suite interiors, designed by Marzipan Design Studio, will reflect the charming ambience of a stylish lakeside home, with hints of nostalgia that beckons guests to “linger longer” and shape new memories together. The transformed accommodations provide a framework to the resort’s surroundings, evoking a soothing palette of cream, grey, green and blue that complements the property’s natural backdrop. Elements of wood and wicker take inspiration from the Georgia pines and lakefront docks, while artwork and accessories enhance the resort’s sense of place. Bathrooms will receive a luxe overhaul complete with natural stone floors, pebbled accent tiles complementing wooden vanities and soft cream counters.

Executive Suites will follow suit with a natural color palette paired with warm accents reflective of a luxe lake house. Striking pieces including plantation shutters, wooden ladder towel holders, free-standing soaking tubs, and rich wood sliding doors align with the aesthetic of a lakeside abode. Along with the design enhancements, the structure of each Executive Suite has been transformed, lending itself to further water views. These newly transformed retreats will be guests’ home away from home starting in April 2020.

Alongside this top to bottom guest room and suite refurbishment, a select number of elevated accommodations will feature a cozy fire pit gracing their personal patios. A private oasis to start or end the day next to the roaring fire, the exclusive Fireside guestroom and suites provide a relaxing escape neighboring the lake and backyard activities.

### **THE RITZ-CARLTON CLUB LEVEL**

Redefining the luxury experience, The Ritz-Carlton Club Level will debut a transformed experience, including an updated Club Lounge, as well as the addition of five new Premium King Guest Rooms.

Soft hues inspired by the resort's natural surroundings will be carried into the well-appointed, relaxed Club Lounge, while a mix of dark and light wood furniture brings a local forest feel into the space. Comfortable seating is found throughout, aimed at providing tranquil spaces for a family breakfast, pre-dinner cocktail, or late-night sweet treat. An intimate area for adults can be found on the lower level of the multi-level Club Lounge.

Five new Premium King Guest Rooms will be introduced providing additional accommodations to discover. While matching the overall esthetic of the transformed guest rooms throughout the resort, these premium rooms place emphasis on inspiration from the lake - utilizing soft woods, light greens and blue hues, and neutral textures for a tranquil oasis. Bathrooms feature large rolling barn doors and expansive standing rain showers.

### **LAKESIDE TRADITIONS**

The resort's transformative journey will continue into the fall with exciting changes and enhancements that will energize the guest experience within The Ritz-Carlton Reynolds, Lake Oconee's Backyard. The luxe infinity pool overlooking Lake Oconee will become a relaxing oasis, while a separate Family Pool will be built along the shore. This addition allows kids and families to splash all day long, just a stone's throw from the sandy beach and water activities.

Committed to the family experience and creating lifelong memories, a special focus is being placed on the resort's youngest guests with the creation of a brand new Ritz Kids club near the playground and Family Pool, serving as a home base for all things fun.

This dramatic transformation joins the addition of the new Barrel Room, and refresh of the resort's culinary destinations including Linger Longer Steakhouse and Gaby's by the Lake, which all debuted earlier this year. The Ritz-Carlton Reynolds, Lake Oconee will continue to be elevated through design and new partnerships and programming that transport guests on a journey to effortless lake life.

For more information about The Ritz-Carlton Reynolds, Lake Oconee, please visit [www.ritzcarlton.com/reynolds](http://www.ritzcarlton.com/reynolds).

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### **About The Ritz-Carlton, Reynolds Lake Oconee**

The Ritz-Carlton Reynolds, Lake Oconee is known for its personalized service enhanced by an abundance of gracious Southern hospitality. Situated on 30 acres of stunning shoreline property on Georgia's Lake Oconee, the resort features access to 99 holes of championship golf designed by Bob Cupp, Jack Nicklaus, Tom Fazio and Rees Jones. Additional highlights include: 257 guest rooms with resort and lake views; a 27,600-square-foot, full-service spa and fitness center; more than 58,000 square feet of expansive indoor and outdoor meeting space; the Sandy Creek Barn, a restored 1820s classic wood beam barn; fine low-country cuisine at Georgia's, updated classics at Linger Longer Steakhouse, casual dining at Gaby's by the Lake, custom barrels of bourbons and whiskeys in Barrel Room; and outdoor activities at the new Sandy Creek Sporting Grounds and on-property experiences ranging from fishing, swimming, waterskiing, jet skiing, paddle boarding and wakeboarding to trail biking and hiking. For more information and reservations, please call toll-free (800) 241-3333, (706) 467-0600 or visit [www.ritzcarlton.com/reynolds](http://www.ritzcarlton.com/reynolds).

### **About The Ritz-Carlton Hotel Company, LLC**

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