



PEBBLE BEACH
COMPANY

Fairway One at The Lodge opens at Pebble Beach Resorts

August 11 grand opening introduces new guest accommodations and meeting facility along the iconic first fairway of legendary Pebble Beach Golf Links

PEBBLE BEACH, Calif. (August 14, 2017) – [Pebble Beach Resorts](#) has opened a stunning new guest room and meeting complex at the famed golf resort: **Fairway One at The Lodge**. Fairway One features 38 new guest rooms, including an entirely new offering at the resort – two stand-alone cottages, each with four bedrooms off a common living room. The complex also includes a separate meeting facility that offers sophisticated meeting space and other guest amenities overlooking the iconic first fairway of Pebble Beach Golf Links. The resort publicly unveiled Fairway One at a grand opening and ribbon-cutting celebration on Friday, August 11.

Fairway One represents a distinctive addition to The Lodge at Pebble Beach and just one of a series of significant enhancements underway as the resort prepares to host the 2018 U.S. Amateur and 2019 U.S. Open championships and ramps up for its own 100th anniversary celebration in 2019. These investments further solidify Pebble Beach’s reputation as North America’s premier coastal golf resort.

“We are proud to be sharing Fairway One with you,” said Bill Perocchi, CEO of Pebble Beach Company, during his grand opening remarks. “Our ultimate goal is to continue to improve Pebble Beach so that it remains a special place for this community and for all of our guests for generations to come.”

Following a ribbon-cutting ceremony, attendees toured Fairway One while sampling food and beverage offerings, many of which represent special catering options that will be available at Fairway One.

Located along the left side of the first fairway, Fairway One encompasses three two-story buildings with 10 guest rooms each, two four-bedroom golf cottages, and the Fairway One Meeting Facility anchored by a 2,500-square-foot meeting room – all with unrivalled views of the golf course, internal gardens, or the Pacific Ocean. Its stylish, understated interior design is the work of renowned international hospitality design firm Hirsch Bedner Associates (HBA), while the exterior building architecture is by local Monterey-based firm Fletcher + Hardoin. Outdoor hardscape and landscape design is by Bennitt Design Group of Long Beach, Calif. Swinerton Builders of San Francisco served as general contractor.

Fairway One offers Pebble Beach guests a new and enhanced guest room experience. **Fairway One Cottages** are named The Eastwood Cottage and The Palmer Cottage for two of the more famous owners and board members of Pebble Beach Company – Clint Eastwood and Arnold Palmer. Each cottage fronts the first fairway and features a 1,000-square-foot living room, two king bedrooms, two queen/queen bedrooms – all in a uniformly white architectural palette accented with rich earth tones and in keeping

with the style and feel of The Lodge – and an outdoor terrace with fire pit. Living rooms have 17-foot-high wood-beam ceilings, rich wood millwork, and floor-to-ceiling stacked stone fireplaces, along with two 55-inch HDTVs, a wet bar, and a dining area. Groupings of oversized furniture encourage guests to gather and socialize.

The 30 **Fairway One guest rooms** are located behind the cottages. Starting at 660 square feet, they are significantly larger than a typical luxury hotel room. Large picture windows and terraces create a panoramic connection with the golf course and nearby Pacific Ocean. A soft neutral color scheme, with classic patterns and other details, evoke an elegant beachside cottage, and architectural lighting is provided in key areas by the HBA lighting design subdivision.

Prominently situated on the arrival court of Fairway One, the **Fairway One Meeting Facility** features several meeting and event space options that can be booked individually or as a complete group buyout. The meeting facility is ideal for everything from business events to weddings and social gatherings. Its centerpiece is the 2,500-square-foot Fairway One Meeting Room with a capacity of 225, looking out towards the first green through floor-to-ceiling windows. Other spaces include the Fairway One Board Room, Fairway One Living Room Pre-Event space, and Fairway One Terrace Patio. Local art, natural materials and hues, and tactile finishes throughout the facility subtly reflect the character of Pebble Beach.

Beyond Fairway One

With Fairway One now complete, renovations will continue next winter at The Lodge at Pebble Beach. Enhancements have been completed in 98 guest rooms and were designed to maintain their timeless elegance. Renovated ocean-front rooms include window walls expanded by 30 percent to take full advantage of their views of Pebble Beach Golf Links, Carmel Bay, and the Pacific Ocean. Ocean-front patios and decks are also being doubled in size to serve as an outdoor living space. In all Lodge rooms, bedroom renovations include new furnishings and accessories, substantial bathroom upgrades, a signature fireplace wall, and the addition of air conditioning. Among the technology upgrades are 55-inch HDTVs, new lighting, energy management systems, and state-of-the-art door locks. Building exteriors are receiving a fresh new look as well, enhanced by wood, stone, and stucco.

Guest rooms at **The Inn at Spanish Bay**, with a more contemporary, coastal California look, are also being renovated and feature greatly enhanced and reconfigured window walls for expansive views of the ocean and The Links at Spanish Bay. Each bedroom renovation includes new furniture and accessories, a new built-in desk and minibar space, updated marble fireplace, air conditioning, and state-of-the-art technology. Bathrooms are being updated with new fixtures and lighting.

Interior and technology upgrades of **Casa Palmero** guest rooms next December and January will preserve the distinct style of this boutique, 24-room Mediterranean-style property.

For more information on Pebble Beach Resorts, please visit pebblebeach.com or call (888) 251-9790.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™, and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass

Hill® Golf Course, The Links at Spanish Bay™, and Del Monte™ Golf Course. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™, Pebble Beach Golf Academy™, and Pebble Beach® Equestrian Center. It annually hosts premier events such as the Pebble Beach Concours d'Elegance®, AT&T Pebble Beach Pro-Am, TaylorMade Pebble Beach Invitational presented by DELL EMC, Pebble BeachSM Food & Wine, and the PURE Insurance Championship Impacting The First Tee. Future site of the 2018 U.S Amateur Championship and 2019 U.S. Open Championship, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. For reservations or more information, please call 800-654-9300 or visit pebblebeach.com.

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