



## PEBBLE BEACH COMPANY

### **Pebble Beach Resorts Launches New Enhanced Website**

*The all-new pebblebeach.com features a responsive design and upgraded visuals to improve the user experience*

**PEBBLE BEACH, CALIF. (August 30, 2016)** – Pebble Beach Resorts is pleased to announce the launch of its newly redesigned website – pebblebeach.com – which serves as the official hub of information for acclaimed events, accommodations and offerings at the historic coastal resort.

The website, which was last redesigned in 2009, features a more contemporary look and an interactive, responsive experience that adapts to whatever desktop or mobile device a visitor is using. With this robust visitor-centric focus, readers can explore all the offerings at Pebble Beach Resorts, see what other resort guests are sharing via social media and easily plan their next getaway to California's central coast.

Featured highlights of the new pebblebeach.com include:

- #MyPebbleBeach, a social media hub for readers to engage with the site and showcase their photos, videos and stories
- Featured videos and large photo galleries
- New design treatment that creates a sense of depth and movement
- Enhanced HD web cams of Pebble Beach Golf Links, allowing photo capture
- User-friendly navigation for an intuitive browsing experience

Visitors to the website will have a significantly upgraded navigation experience that includes the ability to learn more about the famous courses of Pebble Beach Resorts – Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Non-golfing guests can view restaurant menus, spa treatments, equestrian center services, special brand partner offers, retail selections and online store, and recreational activities including 17-Mile Drive.

The new website also allows visitors to keep up-to-date on Pebble Beach Resorts events including the AT&T Pebble Beach Pro-Am, Pebble Beach Food & Wine, Pebble Beach Concours d'Elegance and the First Tee Open at Pebble Beach, along with the latest news about the 2018 United States Amateur Championship, 2019 United States Open Championship and the Pebble Beach Centennial celebration, to be held around the 100<sup>th</sup> birthday of Pebble Beach in 2019.

For more information about Pebble Beach Resorts or to book a getaway, visit pebblebeach.com or call (800) 654-9300.

#### **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 EMC2, Pebble Beach Food & Wine and Nature Valley First Tee Open at Pebble Beach. Future site of the 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](http://pebblebeach.com).

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