



THE BALLANTYNE, A LUXURY COLLECTION HOTEL, CHARLOTTE CELEBRATES 17 YEAR ANNIVERSARY WITH MULTI-MILLION-DOLLAR TRANSFORMATION

Sophisticated Southern Property Reveals All-New Guest Rooms, Communal Spaces, Group Experiences and Creative Partnerships

Charlotte, NC (September 5, 2018) – In celebration of its 17th anniversary, [The Ballantyne, A Luxury Collection Hotel, Charlotte](#) unveils a multi-million-dollar makeover, encompassing newly designed guest rooms and public spaces. The redesign pays homage to North Carolina’s rich history, with a nod to the neighborhood of Ballantyne – once family hunting land that developed into one of the country’s preeminent communities.

“As we enter into our 18th year, we are eager to delight guests with our breathtaking new design and elevated experiences, through this extensive renovation,” said Raj Radke, general manager. “The luxurious transformation offers moments of discovery through art, antiques and décor emanating a relaxed residential feel.”

From the moment of arrival, guests of The Ballantyne will feel a sense of warm hospitality, greeted by two bronze Dalmatian statues that pay tribute to the beloved pets who roamed the original hunting land. The stunning **lobby** envelops guests in a calm, welcoming environment, featuring a neutral palette of white, gold and grey, with hand-painted gold accents inspired by North Carolina’s legacy as being the first state in the country where gold was found. The lobby desk resembles an antique, featuring a glass top that displays special artifacts. The sophisticated lobby lounge is the ideal place to unwind, complete with a striking new chandelier and rose artwork that hangs above the fireplace.

Named after a unit of currency during James VI of Scotland’s reign, **The Ryal** is a vibrant gathering place that can be enjoyed as a lively bar in the afternoons and evenings. The Ryal features plush pocket seating and a glass balcony showcasing picturesque views of the lush grounds and superior golf course.

The hotel **guest rooms** resemble a carefully curated collection of global treasures. The redesign mixes antiques with new pieces, forming a refined yet warm residential ambiance. Guests will receive thoughtful room amenities and turndown services, creating a serene sense of relaxation. All rooms will feature luxurious Molton Brown bath products. Suites will come complete with a complimentary Nespresso coffee and espresso bar.

The Great Room’s redesign pays homage to the “Carolina Emperor,” the largest-cut emerald ever found in North America and uncovered in North Carolina. The room is filled with comfortable

seating and features emerald, gold and grey accents. Art and photos celebrating the state's history adorn the adjacent wall of Gallery Bar.

Along with the renovation, The Ballantyne launches an exclusive partnership with [Rare Tea Company](#) of London, the preferred tea for the royal family. Rare Tea Company will be the official tea featured in the hotel's Tea Program, including afternoon tea service; handcrafted tea cocktails; select desserts including tea; and The Spa will feature the teas as part of specialty treatment rituals and in retail.

The Spa at Ballantyne's enhancements evoke a true haven for deep relaxation. The new color palette features warm neutrals and soft powder blues, inviting guests to escape the everyday. Rustic wooden furniture, such as natural teak root credenzas, create a serene atmosphere. Guests can enjoy a welcome tea ritual before their treatments, featuring Rare Tea Company's jasmine white tea. Experiential treatments reflect the season, including Rose Garden-inspired treatments each spring and Seasonal Tea-infused therapies each summer. The Spa also offers Carolina lavender-inspired signature treatments and has partnered with Natura Bissé, elevating the spa and retail experience.

GROUP EXPERIENCES

The Lodge at Ballantyne, a 35-room private retreat on The Ballantyne's grounds, introduces a fresh look to its fully renovated rooms and lobby, bringing to life the history of the area as former hunting land. Exuding thoughtful design and an approachable elegance, the unique space can be rented out in its entirety by a group, from board meetings and elite retreats to family reunions and intimate weddings. The spacious rooms boast a luxurious feel, replete with tasteful furniture and rich leather accents. The Lodge features packages for both meeting and social groups offering an exclusive and private setting that include a dedicated breakfast and welcome reception.

The Rose Garden provides a magical backdrop for any memorable occasion throughout the year. This romantic venue features a hand-carved opal stone "Dancer" sculpture, a charming pergola, rocking chairs and fire pits. The gorgeous space provides the perfect setting for group activities and experiential dining, such as Ballantyne Beer Garden.

The Ballantyne is a short twenty-minute drive from Charlotte Douglas International Airport, renowned for its relaxing rocking chairs that are symbolic of the city's warm southern charm. Charlotte is a two-hour flight to 60% of the country's population, making it the ideal destination for travelers seeking the excitement of a city but the comforts and welcome attitude of a small town. The city draws people in with its signature uptown experiences and is known for its emerging culinary scene, craft breweries, NASCAR Hall of Fame, live music, museums and myriad outdoor activities.

Since opening in 2001, the Forbes Four Star Ballantyne has personified authentic Southern hospitality through its design, attentive service and resort-style amenities including indoor and outdoor pools, spa, golf, dining, fitness, tennis and green spaces and 30,000 square feet of meetings and events spaces. The Ballantyne selected renowned architecture and interior design firm [BLUR Workshop](#) to transform the hotel, implementing thoughtful designs that reflect Southern hospitality and contemporary luxury. These enhancements represent an elevated experience for guests, one which closely honors the property's distinct heritage, making this sophisticated Southern hotel a modern classic.

To commemorate the hotel's 17th anniversary, The Ballantyne has unveiled the new [\(Epic\)urean](#)

Anniversary Package, representing 17% savings. The package features a two-night stay in an elegant guest room, welcome gift from Executive Chef, afternoon tea for two, dinner for two in Gallery Restaurant (up to \$160 inclusive), departure gift from Pastry Chef and 2 p.m. late check-out.

For more information, please visit theballantyne.com.

About The Ballantyne, A Luxury Collection Hotel, Charlotte

The Ballantyne is a Forbes Four-Star and AAA Four-Diamond award-winning Marriott hotel located in Charlotte, NC. Featuring 208 elegant guest rooms and suites, The Ballantyne also offers a four-bedroom Cottage and a Lodge group retreat with 35 spacious guest rooms. Guests can enjoy meeting and event facilities, spa, fitness, indoor and outdoor pools, golf, Ballantyne Golf Academy, tennis and dining at Gallery Restaurant. The Ballantyne is owned and managed by Northwood Hospitality. For more information and reservations, call 866-248-4824, visit theballantyne.com or follow Twitter, Instagram and Facebook.

About Northwood Hospitality

Established in 2010, Northwood Hospitality owns and manages a hotel portfolio of independent and branded properties, including Cheeca Lodge & Spa, Naples Grande Beach Resort, The Ballantyne, A Luxury Collection Hotel, Charlotte, The London West Hollywood at Beverly Hills, Tranquility Bay Beach House Resort, Aloft Charlotte Ballantyne, Courtyard Charlotte Ballantyne, and Staybridge Suites Charlotte Ballantyne acquired by Northwood Investors.

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