

THE CAVALIER HOTEL: A MODERN AMERICAN ICON

The Cavalier Hotel Meticulously Restored to Its Original 1927 Glory After \$75 Million+ In Modern Updates & Comforts

VIRGINIA BEACH, VIRGINIA - A Virginia icon, **The Cavalier Hotel** (cavalierhotel.com), will reopen its oceanfront doors this Spring/Summer 2017 after a massive \$75-million+ restoration. Developed by Gold Key | PHR, the newly reimagined property will become the latest luxury class member of Marriott's distinguished Autograph Collection bringing unparalleled accommodations and dining to the mid-Atlantic.

Inspired by Thomas Jefferson's Monticello and built in 1927, The Cavalier Hotel was designed by Norfolk, Virginia-based architect Clarence Neff and became an instant landmark that is now listed on the National Register of Historic Places. During its heyday, The Cavalier changed the landscape and social scene of Virginia Beach's oceanfront playing host to ten U.S. Presidents, dozens of celebrities like Elizabeth Taylor, Judy Garland, Doris Day, Muhammad Ali and Frank Sinatra, and was a major venue for performers in the Big Band era like Benny Goodman and Glenn Miller.

In 2014 Gold Key | PHR began the extensive renovation and restoration of the property overseen by Norfolk-based architecture firm Hanbury Evans Wright Vlattas. The painstaking remodel will bring new life to many of the original Neo-Classical features that made The Cavalier a visual oceanfront icon. Exterior details, like the pedestals and finials, the iconic-style pilasters and the portico with Classical columns, have been meticulously and respectfully restored. Much effort went into salvaging each of the original windows on the first floor and in public spaces which required several hundred man hours with most of the work completed by hand. Inside, much of the original paneling, plaster ornamentation, terrazzo flooring and painted ceilings were also thoughtfully reconditioned to historical accuracy.

"The word 'Cavalier' can refer to someone elegant and gentlemanly or it can be used to describe a relaxed, carefree attitude," said Greg Rutledge, lead Architect. "As we started working on our plans for the hotel, we thought it would be exciting to play off both meanings. All of the careful restoration work we are doing will certainly bring back the property to its original charm and stateliness. But, we've thrown some modern twists into the design as well that we feel will make The Cavalier a sought out, modern vacation destination once again."

To accommodate the needs of today's guests, many additions and modern improvements have been made too. The original hotel design had 195 guest rooms that have been reconfigured to create the more spacious 85 standard rooms and suites that will make up the new Cavalier. Each of the suites will be individually designed with historically precise materials to reflect a famous guest or notable event from the hotel's past.

Many other magnificent new features of The Cavalier, including state-of-the-art public meeting spaces, will be added too. A brand new distillery onsite will delight guests with a tasting room,

distillery tours, and the opportunity to create and distill their own barrels, as well as purchase The Cavalier's signature bourbon, gin and vodka made on-site. The historic Raleigh Room, with its magnificent fireplace, will become the heart of the new Cavalier featuring billiards, game tables, drink carts and seating in punch colors among a tall and luminous back bar. Foodies will be delighted by Becca, a restaurant and garden, serving inspired farm-to-table fare made with local ingredients.

A brand-new full service spa and reinvented fitness center will be added near the spectacular indoor pool area. A neutral, warm toned and satin-finished wood will be utilized for all architectural detailing that will provide a natural balance to the clean finish of milk-glass tile, limestone, historic ceramics and blackened iron to match the historic pool railings.

The Cavalier Hotel is slated to re-open to guests late spring/early summer 2017. Reservations and event inquiries can be made at cavalierhotel.com.

ABOUT GOLD KEY | PHR

Gold Key | PHR was founded in 1986 by current CEO Bruce L. Thompson in Virginia Beach, Virginia as a modest hospitality management company. Today with \$500-million in asset value and \$170-million in annual revenue, Gold Key | PHR boasts over 1,300 keys under the Ramada, Hilton and Marriott flags, multiple award-winning restaurants and is the state's largest hospitality employer. Adding to Gold Key | PHR's list of noteworthy hospitality brands are two highly anticipated projects, The Cavalier, Virginia's first Marriott Autograph Collection Hotel and the Hilton Norfolk The Main Hotel and Conference Center both slated for completion in 2017. Gold Key | PHR is also active in the development of commercial and luxury residential projects in the mid-Atlantic region.

Media Contact:

Mike Stommel

Lucky Break PR

Mike@LuckyBreakPR.com

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