



RANCHO VALENCIA  
An Auberge Resort

**RANCHO VALENCIA, AN AUBERGE RESORT, APPOINTS SIMON CHEN  
GENERAL MANAGER**

**RANCHO SANTA FE, Calif. (November 7, 2011)** – Rancho Valencia Resort and Spa announced today that Simon Chen has been named General Manager. In his new role, Chen will be responsible for the day-to-day oversight and management of resort staff, operations, and guest accommodations in addition to overseeing the resort's recently announced approximately \$20 million renovation project.

Chen brings more than 20 years of experience in luxury hospitality to Rancho Valencia. Most recently, he served as General Manager of several high-end resort hotels, including The Peaks Resort and Spa in Telluride, Colo., Beaver Creek Lodge in Beaver Creek, Colo. and El Monte Sagrado in Taos, N.M. Chen began his career at the Ritz-Carlton in Sydney and then held managing positions at several Ritz-Carlton properties throughout the U.S. and in Puerto Rico. Under his supervision, The Peaks Resort and Spa underwent a \$13 million room and public space renovation, and the property saw an increase in guest satisfaction from the mid-40 percent range to 90 percent satisfaction within 90 days.

"Simon's demonstrated expertise in guest services, combined with his past leadership roles in luxury hospitality management, will be a tremendous asset in providing guests the exceptional, personalized experiences for which Rancho Valencia is known," said Doug Carlson, Managing Partner of Rancho Valencia. Chen is a graduate of The Hotel School Sydney in Sydney, Australia.

The award-winning Rancho Valencia Resort and Spa will embark on a six-month approximately \$20 million renovation beginning in January 2012. Nestled among 45 acres of rolling hills and lush gardens, the famed Southern California hideaway will undergo a renovation that will include remodeled suites as well as new and enhanced reception, dining, fitness and meeting spaces. The project is expected to be completed by Summer, 2012.

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### **About Rancho Valencia**

Set in the idyllic valley of Rancho Santa Fe, Calif., Rancho Valencia features 49 luxuriously appointed casitas, each with a fireplace and private garden terrace, an award-winning tennis program, a spa and playing privileges at three nearby golf courses. The resort is a member of the prestigious Relais & Châteaux collection and is the only Relais & Châteaux property in Southern California. Rancho Valencia consistently has been ranked as a favorite North American resort by readers of *Tennis* magazine, who ranked Rancho Valencia the No. 1 Tennis Resort in the U.S., *Wine Spectator*, *Andrew Harper's Hideaway Report* and *Travel + Leisure*.

For more information about Rancho Valencia, please visit [www.RanchoValencia.com](http://www.RanchoValencia.com) or call (800) 548-3664.

### **About Auberge Resorts**

Auberge Resorts is a collection of exceptional hotels, resorts and private clubs, each with a unique personality that assures a memorable guest experience. While Auberge Resorts nurtures the individuality of each establishment, all are characterized by a set of communal elements: intimate, understated elegance; captivating locations that inspire exceptional cuisine and spa experiences; and gracious yet unobtrusive service. Among the Auberge collection of distinctive properties are: Auberge du Soleil, Napa Valley, Calif.; Calistoga Ranch, Napa Valley, Calif.; Encantado, Santa Fe, N.M.; Esperanza, Cabo San Lucas, Mexico; The Inn at Palmetto Bluff, Bluffton, S.C.; Rancho Valencia Resort and Spa, Rancho Santa Fe, Calif.; Element 52, Telluride, Colo.; and the Hotel Jerome, Aspen, Colo., with several others currently in development. For more information about Auberge Resorts, please visit [www.aubergeresorts.com](http://www.aubergeresorts.com).

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