



## FIRST HOSPITALITY ASSUMES MANAGEMENT OF THE ABBEY RESORT & AVANI SPA, FURTHER EXPANDING LIFESTYLE PORTFOLIO



*The Abbey Resort & Avani Spa*

**CHICAGO (January 9, 2025)** - [First Hospitality](#), a national hotel operating and development company, assumes management and operations of The Abbey Resort & Avani Spa on Lake Geneva in Wisconsin. This addition to the portfolio further expands First Hospitality’s lifestyle, spa and restaurants & bars collection.

Originally opened in 1963 as a year-round resort, The Abbey Resort & Avani Spa features 334 guestrooms, including 13 suites, spread across 90 acres. Resort amenities include both indoor and outdoor pools, on-site boat rentals, as well as live entertainment every weekend. Spanning 35,000 square feet, the Avani Spa, located within the resort, offers a fitness facility, along with a sauna, salt and steam rooms, personalized treatments, and more. The resort features two full-service, on-site restaurants, 240° West and Waterfront, along with additional dining options such as Bar West, Café Latte, Gazebo Grille, and room service.

“It is an honor to partner with Cary Kerger on the management of The Abbey Resort & Avani Spa, a premier Lake Geneva resort destination since the 1960s,” said David Duncan, president and CEO of First Hospitality. “As we continue to expand our lifestyle portfolio and owner network, we remain focused on adding properties that align with our commitment to delivering exceptional experiences. By managing distinctive hotels, like The Abbey, we are strengthening our position in the market and driving value for owners by consistently exceeding expectations and optimizing returns.”

Duncan continued, “by leveraging our national sales and revenue strategy capabilities, along with our broad expertise in operating successful restaurants & bars, we are excited to collaborate and partner with the team to drive improved operating results for ownership, while honoring and preserving the resort’s rich history and legacy.”

The Lake Geneva Conference & Event Center, located on-site, is a premier destination for corporate meetings, incentive programs, and large-scale gatherings in the Lake Geneva region. Featuring over 40,000 square feet of versatile meeting space, the facility includes ballrooms, executive boardrooms, and scenic lakeside venues designed to accommodate groups of all sizes. Equipped with cutting-edge audiovisual technology and supported by a team of event planners, The Abbey Resort & Avani Spa ensures seamless execution and elevated experiences for visitors.

#### About First Hospitality

First Hospitality is a top-ranking development, investment, and third-party operating company with a portfolio of branded and independent properties throughout the United States. Founded nearly 40 years ago, the organization fosters opportunities for associates, investors, owners, and partners to prosper together. The foundation of First Hospitality's success is built on an individualized approach that puts people first, encourages a strong ownership culture, and consistently demonstrates astute business acumen. The company and its hotels are frequently recognized by the industry and media for high guest service and associate satisfaction, including accolades from Forbes, Condé Nast, TripAdvisor, and AAA. For more information, visit [www.firsthospitality.com](http://www.firsthospitality.com).

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