



**CATALOOCHEE**  
**RANCH**

**PRESS KIT**

2024



Howdy  
Y'all



## HIGHLIGHTS

- Full property reopened after renovations in March 2024.
- Welcomed into Relais & Châteaux association in November 2023.
- On-site activities include horseback riding, hiking, adventure course, arts and crafts, archery, axe throwing and fishing. Future planned amenities include a spa, pool, an expansive on site garden and more.
- Both private and group horseback rides across the ranch and the national park are available, ending in a picnic at Gooseberry Knob or a spa treatment at neighboring resort, The Swag.
- The ranch's on site restaurant Switchback, led by Chef Jeb Aldrich, provides a handcrafted menu of Southern Appalachian food with European Alpine influence.
- The Forge, a multi-use, all weather al fresco dining space off the back of Switchback, offers guests full mountain views.
- An expansive wine list and signature cocktails are available in The Hideout wine cellar, Tack Room bar and Switchback.
- The Hayloft event space & The Horseshoe outdoor amphitheater hosted 2023's popular Cataloochee Summer Dinner Series and are available for a variety of events.

## QUICK FACTS

Member of Relais & Châteaux association

---

Boutique property with 18 unique suites ranging from \$600 - \$1,200 per night

---

700-acre property

---

5,556 ft peak elevation at Hemphill Bald

---

39 miles from Asheville, N.C.

---

Borders The Great Smoky Mountains National Park & Cataloochee Ski Area

---

Owned and operated by Annie and David Colquitt

---

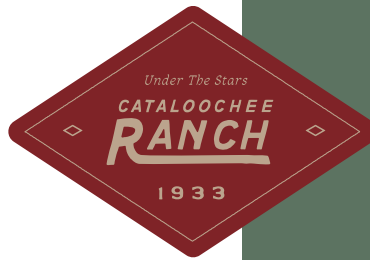
Open year-round

# ABOUT CATALOOCHEE RANCH

Cataloochee Ranch is a casual high-country resort spread out across hundreds of acres along the southeastern border of the Great Smoky Mountains National Park. Conveniently located just a short drive west of Asheville, North Carolina, the property's open fields, mountaintop meadows and elevated ridges deliver an unexpected mix of big skies and broad views that have captivated families and outdoor enthusiasts for the better part of a century. That rugged natural beauty is complemented by classic comforts, perfectly rustic cuisine, humble hospitality and hands-on, expert-led activities that recall the adventurous spirit and inspiring settings of America's quintessential working ranches.

## THE *Original Smoky Mountain Ranch*





## HISTORY

Founded in 1933 by the Alexander family, Cataloochee Ranch has been a rustic mountain getaway for generations. Set on the edge of the Great Smoky Mountains National Park, the upscale family-owned resort with sprawling grounds also borders the Cataloochee Ski Area. Celebrating over 90 years of hosting guests as the first commercial tourism establishment in the Great Smoky Mountains, Cataloochee Ranch is referred to as “The Original Smoky Mountain Ranch.” Today the property consists of 685 acres, much of which is held in conservation easement. In 2020, it changed hands when Annie and David Colquitt, proprietors of the neighboring Relais & Chateaux resort, The Swag, acquired the property and began renovations.

The Ranch reopened in March 2024 after a complete transformation over nearly four years.

## LOCATION

Set a mile high on Fie Top Mountain, Cataloochee Ranch offers breathtaking views of the Great Smoky Mountains. The property's open fields, mountaintop meadows and elevated ridges deliver an unexpected mix of big skies and broad views that have captivated families and outdoor enthusiasts for the better part of a century.

## TIMELINE

*1933*

Founded by the Alexander family, now celebrating over 90 years of hosting guests.

*2020*

Property acquired by Annie and David Colquitt. Renovations begin.

*2024*

Cataloochee Ranch reopened in March.

Giddy  
Up!

## ANNIE AND DAVID COLQUITT

*Owners*



Annie and David Colquitt purchased Cataloochee Ranch in 2020 from the longstanding owners and have since renovated it into a picturesque mountain resort. The Colquitts also own the neighboring Relais & Chateaux resort, The Swag, and are excited to continue sharing the beauty of the North Carolina mountains.

The Colquitts live in Knoxville, Tennessee with their three young children: Will, Ruby and Davy. Originally from Tennessee (Annie) and Texas (David), they met at Princeton University, where Annie studied Anthropology and David studied Politics. Annie went on to obtain a Master of Social Work from Virginia Commonwealth University while David earned a JD from the University of Virginia School of Law. They married in 2011 and honeymooned at The Swag, which they later acquired. Prior to the acquisition of The Swag, David worked at Pilot Flying J, the largest operator of travel centers in North America, in various capacities. The Colquitts are also involved in several other hospitality projects, including Provision in Fairhope, Alabama and RT Lodge in Maryville, Tennessee. The Colquitts look forward to welcoming guests to the fully re-imagined Cataloochee Ranch in spring 2024.

Annie and David are active in several philanthropic efforts, including serving on the board of trustees for Friends of the Smokies, the Cleveland Browns Foundation, the Webb School of Knoxville, Safe Families for Children of East Tennessee board and the Knoxville Symphony Orchestra. They are also active members at Cedar Springs Presbyterian Church.

## WILL JONES

*Managing Director*



Will Jones began working with the Colquitts' hospitality projects in 2020, first as general manager of The Swag and now overseeing both properties as managing director. Will's nearly 20 years in hospitality management include time at Montage Palmetto Bluff, Keswick Hall and Golf Club, The Sanctuary at Kiawah Island Golf Resort and Beaver Run Resort. Originally from Winston-Salem, North Carolina, Will and the Colquitts were aligned at their very first meeting on their vision of authentic hospitality and supporting a great working environment for employees.

Will is married to Honor Jones and has two young sons, Finnian and Lochlann. When he's not creating curated guest experiences at The Swag and Cataloochee Ranch, Will enjoys spending time with his family at Lake Santeetlah.

*Yee  
Haw*



# TERRY SPALDING

*General Manager*



Terry Spalding joined Cataloochee Ranch as General Manager in 2024 after sharing a clear passion for service and hospitality. He is excited to lead by perfectly pairing service and hospitality in such a way that makes team members proud to deliver experiences, guests proud to stay and the community proud to support.

Terry's career began after experiencing the personal and intentional staff at The Ritz-Carlton, Tyson's Corner VA which then became his first role as concierge. Over the last 20 years, Terry has maintained his passion for providing intentional guest experiences at The Ritz-Carlton, Bacara Resort and Spa; The San Ysidro Ranch; Four Seasons Seattle; The Seattle Seahawks; Willows Lodge; and Enchantment Resort and Mii Amo Spa. Most recently, he assisted with the design, build, and company creation of an ultra-luxury property in Tennessee before joining Cataloochee Ranch.

Outside of the ranch, Terry and his wife Cara live in North Carolina with their two rescue pitties, Nebbie and Reggie, and their bengal, Zoe. They enjoy hiking, painting, reading, making music and immersing themselves in new cultures and cuisines while traveling the globe.





Ranch  
Life

## JEB ALDRICH

*Executive Chef*



With an extensive career, executive chef Jeb Aldrich brings his unique blend of culinary influences to Switchback, the highly anticipated Cataloochee Ranch restaurant open to ranch guests and the public.

Chef Aldrich launched his culinary career in Charleston, South Carolina followed by working with his father—award-winning chef and restaurateur Jay Swift—and later with celebrated chef Carvel Grant Gould at Canoe and chef Joël Antunes at Joël, one of Atlanta's most critically acclaimed restaurants. Wanderlust later drew him to Europe, where he cooked at properties in Austria and Italy before returning stateside in 2008 to join his father in Atlanta at 4th & Swift as chef de cuisine. Aldrich then entered the kitchen of the swinging French-American brasserie, Tiny Lou's, presenting a playful approach to French favorites. Now, Aldrich presents a handcrafted menu of Southern Appalachian food with European Alpine influence to those dining at Cataloochee Ranch.

As his passion for the industry extends far beyond the kitchen, Aldrich maintains involvement with an array of national and local organizations, including the The Giving Kitchen and Share Our Strength. Aldrich was named as one of FSR Magazine's "40 Under 40 Rising Stars" in 2014.



SR

19  
33