



CATALOOCHEE
RANCH

PRESS KIT

2026



HIGHLIGHTS

- Cataloochee Ranch reopened to guests in March 2024 after a four-year renovation.
- Cataloochee Ranch is a 30-key property including 12 standalone cabins and three lodges. Silverbell, Quilt Top and Horseback lodges each feature six individual suites and a rustic parlor. Cabins and lodges are available for both individual and group bookings.
- On-site activities include horseback riding, hiking, adventure course, arts and crafts, archery, axe throwing and fishing. A new pool, The Spring, opens Summer of 2026, and spa construction is underway with a planned opening in 2027.
- The ranch's on-site restaurant Switchback, led by Chef Jeb Aldrich, provides a handcrafted menu of Southern Appalachian food with European Alpine influence. Switchback reservations are open to both overnight guests and the public.
- An expansive wine list and signature cocktails are available in The Hideout wine cellar, Tack Room bar and Switchback.
- The ranch hosts signature events for the public, including sommelier wine tastings, stargazing with local astronomy clubs, summer cookouts, pastry classes, and more.
- Cataloochee Ranch offers all-inclusive weekend getaway packages. Seasonally inspired, these package themes range from outdoor adventure to romantic relaxation and culinary exploration.
- The Hayloft event space & The Horseshoe outdoor amphitheater are high-country luxe event spaces for weddings, corporate functions, family gatherings and community events.

QUICK FACTS

Member of Relais & Châteaux association since 2023

Boutique property with 12 standalone cabins and 18 Lodge suites ranging from \$600 – \$1,200 per night

825-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

One of 12 DarkSky Approved Lodging sites

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 celebrates over 90 years of hosting guests as the first commercial tourism establishment in the Great Smoky Mountains.

Cataloochee Ranch changed hands in 2020 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, revealing a complete transformation with luxury accommodations and amenities while maintaining the authentic Smoky Mountains spirit of adventure.

LOCATION

Cataloochee Ranch is located in Maggie Valley, North Carolina just 40-miles west of Asheville. The 825-acre property borders the Great Smoky Mountains National Park and Cataloochee Ski Area.

TIMELINE

1933

Founded by the Alexander family as the Original Smoky Mountain Ranch.

2020

Property acquired by Annie and David Colquitt. Renovations begin.

2024

Cataloochee Ranch reopened in March.

*Giddy
Up!*

DAVID AND ANNIE 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.

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.



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.



*Yee
Haw*



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.

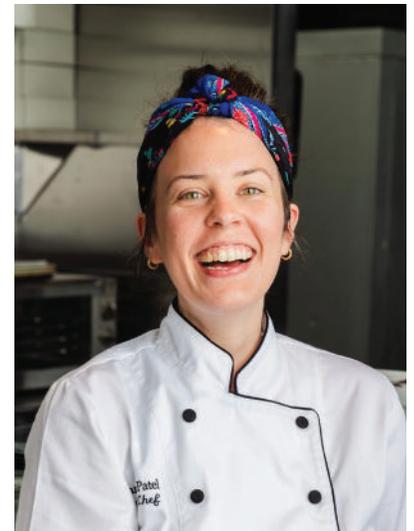
As his passion for the industry extends far beyond the kitchen, Aldrich maintains involvement with an array of national and local organizations, including the The Giving Kitchen and Share Our Strength. Aldrich was named as one of FSR Magazine’s “40 Under 40 Rising Stars” in 2014.



HANNAH PATEL

Executive Pastry Chef

With over ten years immersed in Appalachian cuisine, Cataloochee Ranch Executive Pastry Chef Hannah Patel draws inspiration from the land, creating seasonally driven desserts rooted in the flavors of North Carolina. Her desserts reflect a deep respect for local farms and a love for the creative rhythm of the seasons. Interning in Florence, Italy, Hannah blends her global perspective with a grounded, earthy style that celebrates both heritage and innovation.





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