



40-50 WORDS

Building on Aiken's Tradition since 1898, The Willcox cultivates a sophisticated, yet informal glamour amidst America's storied thoroughbred country. Cloud soft beds, an intimate Salon & Spa and one of the South's Best Restaurants – All in a setting of Easy Going Elegance

170 WORDS

The Willcox, a white-pillared Colonial Revival landmark on the National Historic Register, has been a permanent fixture in the resort town of Aiken, South Carolina since 1898. Starting with the inviting rocking chairs lining its pristine, white-columned front porch, The Willcox represents the casual glamour of a bygone era.

Guest rooms at The Willcox are comfortable retreats luxuriously appointed. All are quiet and sumptuous with high ceilings, crown moldings, and restful, cloud-soft beds blanketed in cool, crisp linen. Most have crackling fireplaces, and each has its own character. The award winning Restaurant is a local favorite and a must for hotel guests.

Rejuvenation reigns supreme in the full service Salon & Spa. A salt water pool and small exercise room round out the amenities. A 2,000 acre surrounding park is laced with hiking trails and bridle paths. Golf and equestrian sports (polo, steeplechase, fox hunting) are available nearby, quaint shops and museums plus, the Thoroughbred Hall of Fame on the grounds of lovely Hopeland Gardens.

2-3 PARAGRAPHS

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Guest rooms at The Willcox are comfortable retreats luxuriously appointed. All are quiet and sumptuous with high ceilings, crown moldings, and restful, cloud-soft beds blanketed in cool, crisp linen. Most have crackling fireplaces, and each has its own character. The award winning Restaurant is a local favorite and a must for hotel guests. The full menu is available to be served anywhere on the property – in-room, at the pool, on the porch, or before the fireplace. Two private dining rooms provide a handsome space for parties and business presentations.

Rejuvenation reigns supreme in the full service Salon & Spa. Peace of mind and bodily balance are reclaimed in serene, fire lit rooms, orchestrated by expert spa therapists. A salt water pool and small exercise room round out the amenities. A 2,000 acre surrounding park is laced with hiking trails and bridle paths. Golf and equestrian sports (polo, steeplechase, fox hunting) are available nearby, quaint shops and museums plus, the Thoroughbred Hall of Fame on the grounds of lovely Hopeland Gardens.



HISTORY

Reflecting the influence of both the Second Empire and Colonial architectural styles, The Willcox was established in the late 19th century by Frederick Sugden Willcox. It wasn't until 1891 that Willcox came from Cheshire, England, with his Swedish wife Elise. He made his way to Aiken to be a caterer for the Old Highland Park Hotel, where he soon formed lasting friendships with social leaders from the East Coast. Among his new friends was Mrs. Thomas Hitchcock, who visited Aiken each winter. After fire destroyed the Highland Park Hotel in 1898, Willcox opened a small hotel of his own with encouragement from influential friends. The Willcox Inn welcomed its first guests in 1900.

The Willcox was built initially for Yankees seeking warmth and a high society atmosphere during the winter months. Aiken was so popular during the winter for northern travelers escaping the cold weather that the town was called the "Winter Colony". The ideal of the Winter Colony was to play three sports a day: polo in the morning, golf in the afternoon and a hunt after dark. Both the men and the women, having inherited extraordinarily large fortunes from their ancestors, amused themselves with daring pastimes. Too rich to work, but too active and restless to sit still, they developed an Aiken lifestyle of leisure.

An increasing demand for accommodations led Willcox to add an addition to the inn in 1906, when an adjacent two-story house at Colleton Avenue and Newberry Street became available. In 1928, further expansion was undertaken, including modifications in the west wing. The Willcox Inn was said to have had the first bathtub in the South connected with hidden plumbing.

After the death of Frederick Willcox in 1924, his son Albert took over the proprietorship and operated the hotel successfully until his retirement in 1957. For the next twenty years Joseph Eways, an Oriental rug dealer native to Palestine, owned the hotel. In November 2000, The Garrett Hotel Group purchased the property and plans were immediately made to renovate the old "Grand Dame" and restore her to her former glory. Reopened in April 2002, after extensive renovations, the property was re-christened "The Willcox" to reflect its elevation of status and a remembrance of where she originated. On New Year's Eve 2009, restaurateurs' Geoffrey & Shannon Ellis purchased The Willcox. Building upon the success of the previous owners, the Ellis' mission has been to bring back the spirit of 'the good old days'.

As grand and graceful as ever, The Willcox continues to draw people from all over the world to enjoy personal service, gracious accommodations, excellent cuisine and their individual interpretation of the "Aiken lifestyle." This treasured piece of Aiken's history is the living room of the community and a second home to out-of-town guests.



SAMPLE PACKAGES

ANNIVERSARY CELEBRATION

Year round • Rates starting at \$160 per person

Focus on the one that has made life special while we create an unforgettable experience for you both.

- Enjoy a one night stay
- One hour spa service for two
- Dinner for two at The Restaurant
- Evening turndown service
- Deluxe continental breakfast
- Complimentary Wi-Fi

Tailored Options

- Couples Retreat spa package
- Bouquet of flowers
- Private yoga instruction

A PAR-FECT GOLF GETAWAY

Year round • Rates starting at \$195 per person

Aiken is home to some of the oldest and greatest golf courses in the country – enjoy one of the original sports of the early 1900s here at our hotel.

- Enjoy a one night stay
- 18 holes of golf for two
- Dinner for two at The Restaurant
- Evening turndown service
- Deluxe continental breakfast
- Complimentary Wi-fi

Tailored Options

- Private Cocktail Class
- Four hand massage
- Private Golf lesson

CHRISTMAS IN AIKEN

During the month of December • Rates starting at \$189 per night

Like a vintage Christmas card coming to life, evenings at The Willcox feature glowing fireplaces, twinkling lights and seasonal décor.

- Enjoy a one-night stay
- Evening turndown service
- Deluxe continental breakfast
- Complimentary Wi-fi

Tailored Options

- Festive Christmas tree in room
- Elf Tuck-In
- One-on-One with Santa
- Fireside: House-made marshmallows , Belgium hot chocolate

POLO THE WILLCOX WAY

March – May & Sept – Nov • Rates starting at \$135 per person

Indulge in a Sunday afternoon picnic while watching the Sport of Kings at the historic Whitney Polo Field.

- Enjoy a one night stay
- Rail-side parking pass for Sunday polo at Whitney Polo Field
- Picnic for two at Sunday's polo match
- Evening turndown service
- Deluxe continental breakfast
- Complimentary Wi-Fi

Tailored Options

- Sunday Polo at Whitney Field- Enjoy an afternoon of polo, cocktails and hors d'oeuvres under the Viewing Pavilion Historic tour of Aiken
- Couples massage



AWARDS & ACCOLADES

No. 7 Best Hotel in the World 2016
No. 2 Best Resort Hotel in the Continental U.S. 2016
No. 1 Resort Hotel in the South 2016
T+L 500 - World's Best Hotels
Top 50 Hotel in the World
Top 10 Small Lodge in the USA 2012, 2013
TRAVEL + LEISURE

Executive Chef Regan Browell
BEST CHEF'S OF AMERICA, 2013, 2014, 2015

Award of Excellence
WINE SPECTATOR, 2014, 2015

Top 55 Hotels in the World 2013, 2015
Gold List – World's Best Hotels 2014
Top 20 Best Hotel in the USA 2013, 2014, 2015
Top 10 Perfect Vacations 2014
Top 15 Hotel Spas in the USA 2014
Top 15 Business Travel Hotels in the World 2013
CONDÉ NAST TRAVELER

Greenleaders GOLD
TRIPADVISOR, 2014, 2015

Good Earth Keeping Award
S.C. HOSPITALITY ASSOCIATION, 2012

I have stayed in many luxury hotels all over the world. There is no doubt that The Willcox is offering what “standard” luxury hotels can't offer... the feeling of being home.

GUEST

The Willcox...nestled in the heart of thoroughbred horse country... was a favorite haunt of the Astors, Vanderbilts, Whitneys and Harrimans. Most of the guest accommodations feature high ceilings, fireplaces, period antiques, feather beds and plush baths... Rocking chairs line the front porch... A small exercise room and day spa round out the offerings.

ANDREW HARPER HIDEAWAY REPORT “BEST OF THE UNITED STATES”

Guests return to The Willcox, where time slows down to a more relaxed pace – they'll find a rocking chair for resting their day-trip bones, a guestroom spilling over with modern-day comforts, and a hearty helping of Southern hospitality.

HOME & GARDEN MAGAZINE

The Willcox recalls an age when times were simpler but the pleasures of the season were celebrated with flair

THE ATLANTA JOURNAL-CONSTITUTION

What I loved most, other than my huge addictive bed, was just going for a walk around that lovely little town and then returning to the hotel. Stepping inside the foyer, every time it took my breath away a little, the high ceilings, the long couches, the beautiful antiques. Like coming back home, to the kind of Southern home I've always wanted. The staff remembered my name and what I like to drink from the last time I was here. The food was close to divine. There's not another place like this.

GUEST



COMPLETE AWARD LIST

- Most Iconic Hotel in South Carolina – Thrillist Travel, 2016*
- No. 7 Best Hotel in the World – Travel + Leisure World's Best Awards 2016*
- No. 2 Best Resort Hotel in the Continental US – Travel + Leisure World's Best Awards 2016*
- No. 1 Resort Hotel in the South – Travel + Leisure World's Best Awards 2016*
- No. 49 in the World – Condé Nast Traveler Magazine 2015*
- No. 4 in the USA – Condé Nast Traveler Magazine 2015*
- No. 1 in the South – Condé Nast Traveler Magazine 2015*
- Gold List – The Worlds Best Hotels - Condé Nast Traveler Magazine 2014*
- Top 15 Hotel Spas in the USA - Condé Nast Traveler Magazine 2014*
- Top 20 Hotels in the USA - Condé Nast Traveler Magazine 2014*
- One of the 10 Perfect Vacations - Condé Nast Traveler Magazine 2014*
- T+L 500 - The Worlds Best Hotels Travel + Leisure Magazine 2013*
- Top 10 Inn and Small Lodge in Continental US - Travel + Leisure Magazine 2013*
- Top 55 Hotels in the World - Condé Nast Traveler Magazine 2013*
- Top 15 Hotels in the USA - Condé Nast Traveler Magazine 2013*
- Top 5 Hotels in the South - Condé Nast Traveler Magazine 2013*
- Top 15 Business Travel Hotel in the World - Condé Nast Traveler Magazine 2013*
- Top 50 Best Hotel in the World - Travel + Leisure Magazine 2012*
- Top 5 Inn and Small Lodge in the Continental US - Travel + Leisure Magazine 2012*
- Top 25 Hotel in the South – Condé Nast Traveler Magazine 2012*
- Top 50 Small Hotel in the USA - Condé Nast Traveler Magazine 2011*
- Certificate of Excellence – TripAdvisor 2015*
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- Certificate of Excellence – TripAdvisor 2013*
- Executive Chef Regan Browell – Best Chefs America 2015*
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- Executive Chef Regan Browell – Best Chefs America 2013*
- Award of Excellence – Wine Spectator 2015*
- Award of Excellence – Wine Spectator 2014*
- Featured in “1,000 Places to See Before You Die,” written by Patricia Schultz*
- Stewardship Award for Outstanding Upkeep of a Key Historic Property- Historic Aiken Foundation 2012*
- Exemplary Patriotism in Displaying the American Flag- Sons of the American Revolution*
- Certificate of Appreciation - Aiken Young Professionals and Aiken Chamber of Commerce*
- Greenleaders GOLD – TripAdvisor 2015*
- Greenleaders GOLD – TripAdvisor 2014*
- Good Earth Keeping Award- South Carolina Hospitality Association*
- Certified as a Sustainable Seafood Restaurant - SC Sustainable Seafood Initiative*
- South Carolina Smart Business Recycling Program- South Carolina Department of Health and Environmental Control and the South Carolina Department of Commerce*
- Three Palmetto Certification - The Willcox Hotel- South Carolina Green Hospitality Alliance*
- Three Palmetto Certificate - The Restaurant - South Carolina Green Hospitality Alliance*
- Best Hotel - Aiken Standard 2015*
- Best Romantic Restaurant - Aiken Standard 2015*
- Best Special Occasion Restaurant - Aiken Standard 2015*
- Best Hotel - Aiken Standard 2014*
- Best Place for Brunch - Aiken Standard 2014*
- Best Massage - Aiken Standard 2014*
- Best Bartender - Aiken Standard 2014*
- Best Hotel - Aiken Standard 2013*
- Best Bar - Aiken Standard 2013*
- Best Happy Hour - Aiken Standard 2013*
- Best Place for Brunch - Aiken Standard 2013*
- Best Place to Propose - Aiken Standard 2013*
- Best Hotel - Aiken Standard 2012*
- Best Place for Brunch - Aiken Standard 2012*
- Best Happy Hour - Aiken Standard 2012*
- Best Massage Therapist- Aiken Standard 2012*
- Best Wait Staff - Aiken Standard 2012*
- Best Nail Salon - Aiken Standard 2012*
- Best Hotel - Aiken Standard 2011*
- Best Place for Brunch - Aiken Standard 2011*
- Best place to See and be Seen - Aiken Standard 2010-*
- Aiken's Best Place to See and Be Seen During Happy Hour- Augusta Magazine 2011*
- Best Racehorse Name in Aiken - Augusta Magazine 2011*
- Aiken's Best Original Creation Cocktail, The Parisian - Augusta Magazine 2011*
- Aiken's Best Place to Party on New Year's Eve - Augusta Magazine 2011*