

TRAVEL AND HOSPITALITY

## The Ritz-Carlton opens cigar lounge in Santa Barbara

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After holding a launch event on Aug. 11, the venue is now fully open to the public, with hotel guests receiving complimentary admission. Image credit: Ritz-Carlton

By LUXURY DAILY NEWS SERVICE

The Ritz-Carlton, a Marriott International-owned hotel and resort chain, is bringing a novelty to the table.

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The establishment's Santa Barbara location has introduced an on-site cigar lounge. Called "The Cohiba Experience," The Ritz-Carlton is describing the pop-up as the first of its kind cigar lounge in the U.S., entering the hospitality brand into a new market.

"We are incredibly pleased to launch the first permanent Cohiba Cigar Lounge in the US," said Steven Janicek, general manager of **The Ritz-Carlton** Bacara, Santa Barbara, in a statement.

"In partnership with Cohiba, we have curated The Cohiba Experience to provide guests a glimpse into what makes Cohiba the finest handcrafted cigar brand on the market today," Mr. Janicek said. "The mystique that surrounds Cohiba, and our signature, laid-back luxury vibe come together to create a rarefied experience for cigar connoisseurs and those who relish the good things in life."

Smoking allowed

After holding a launch event on Aug. 11, The Ritz-Carlton Bacara is opening its latest launch to the public, with hotel guests receiving complimentary admission.

Created in partnership with Cuban cigar brand Cohiba, the new space, styled after Spanish Mission architecture, overlooks the resort's sprawling 78-acre grounds.

Attendees can partake in curated cocktails, fine wines, spirits and culinary options from O' Bar + Kitchen and Angel Oak restaurants.

Welcome to the Cohiba Experience at Bacara Cohiba's first-ever cigar lounge, located at the stunning Ritz-Carlton Bacara in Santa Barbara, CA. [@Sean\\_Cigar pic.twitter.com/WPGOGCtrDi](https://twitter.com/WPGOGCtrDi)

Inside, guests will find a range of seating choices, hand-painted murals, firepits and a cedar-lined humidor.

While walk-ins to The Cohiba Experience are welcome, reservations are strongly encouraged.

Cohiba brand ambassador and entrepreneur Sean Williams will host quarterly activations within the space.

Festivities are set to include cigar pairings, handmade cigar seminars, exclusive cigar release parties and other events that are yet to be announced.

Last week, The Ritz-Carlton rolled out another update, but on the digital side of its operations ([see story](#)).

"Cohiba has always been a brand that elevates tradition and our partnership with the Ritz-Carlton honors this commitment," said Christopher Tarr, vice president of marketing for Scandinavian Tobacco Group, in a statement.

"Together, we have created a unique new take on the classic cigar lounge," Mr. Tarr said. "By combining the utmost in ambiance, indulgence and hospitality, The Cohiba Experience encourages the camaraderie of cigar smoking in an elegant and inclusive al fresco environment.

"This bespoke cigar lounge will provide memorable smoking occasions that cannot otherwise be replicated, and we are proud to mark this pivotal moment for Cohiba in partnership with Ritz-Carlton."