

Green Valley Ranch Resort



Green Valley Ranch Resort continues its evolution as the luxury heartbeat of Henderson, Nevada, with the debut of its reimagined West Tower luxury suites.

The new suite collection, designed by Avenue Interior Design, introduces a fresh, contemporary aesthetic that blends Vegas glamour with a distinctly elevated, residential sensibility.

Avenue Interior Design Co-Founder, Ashely Justman, told PREMIER HOSPITALITY INTERNATIONAL: "Our vision was to transform the rooms into refined retreats that feel transportive and quietly luxurious. Rather than leaning into the spectacle often associated with Las Vegas, we looked to European design for inspiration, spaces that feel layered, intimate, and enduring. The goal was to create guestrooms that feel sophisticated yet effortless, where every detail, from millwork to material selection, contributes to an atmosphere that unfolds gradually over time.

“The redesign places a strong emphasis on comfort and spatial generosity. Layouts were reconsidered to feel more open and intuitive, while furnishings were developed and tested to ensure both beauty and ease of use. The result is an environment that feels more residential, where guests can settle in rather than simply pass through. Every decision was made with the intention of elevating the everyday stay into something more personal and memorable.”

This latest design milestone ushers in Green Valley Ranch’s next chapter, which includes the recent unveiling of the resort’s reimagined West Tower guest rooms and suites, as well as the forthcoming meetings and convention spaces renovations, and the East Tower and South Lobby renovations slated for completion later in 2026. Together, these enhancements signal a new era of modern luxury just minutes from the Las Vegas Strip, yet worlds away in exclusivity and refinement.

Ken Janssen, Vice President and General Manager of Green Valley Ranch, said: “Our signature suites redefine luxury, and our transformation goes far beyond design. “We are proud to not only reveal our new luxury suites, but also present an elevated guest experience with our signature butler service that captures the spirit and energy of Las Vegas, while embodying true sophistication. It’s this seamless blend of refined design, personalized care, anticipatory service and Vegas-infused imagination that redefines luxury at Green Valley Ranch and continues to distinguish the resort as the leader in elevated hospitality.”

A New Era of Elevated Luxury

Each of the West Tower's suites has been completely transformed in terms of design, amenities, and guest experience, with the Luxury Patio and Strip Suites offering enhanced personalized butler service and curated in-room amenities, creating an elevated, tailored guest experience. Premium appointments include oversized smart televisions, curated minibar offerings, in-room Nespresso service, sumptuous robes, garment steaming facilities, intelligent lighting controls, and thoughtfully selected luxury amenities that elevate every moment of the guest experience.

Strip Suite

Perched on the second floor of the West Tower, Green Valley Ranch's two-bedroom Strip Suite is the West Tower's premier space, spanning 2,790 square feet with commanding 180-degree views of the Las Vegas Strip. Designed for high-end entertaining, the suite features a dramatic living room anchored by a sweeping U-shaped sofa, an 85-inch television, a striking four-seat bar crafted from red tiger onyx, and a fully stocked butler's kitchen with a discreet private entry. Custom millwork in rift walnut, pearlized oak, and eucalyptus veneers defines the architecture, while a glass-wrapped dining room opens to an oversized rooftop patio built for hosting against a glittering Strip backdrop. The primary bedroom offers a tranquil retreat with layered textures, curated art, and a private seating parlor, complemented by a second bedroom that mirrors the suite's refined aesthetic. Curated works from Daniel Fine Art and a sculptural Geo Transition Mirror by Future Perfect complete the Strip Suite's look, making an artistic statement that blends form, function, and visual intrigue.

Luxury Patio Suites

This pair of spacious one-bedroom Luxury Patio Suites, each spanning 1,190 square feet, epitomizes refined luxury with a spacious foyer leading to a sophisticated living area that features plush seating, a walk-around bar, and dining accommodations for entertaining. Each suite's sophisticated, modern design incorporates custom oak millwork and specialty Anigre veneer, enhanced by elevated ambient lighting through soft cove illumination that adds atmospheric depth throughout. Dramatic architectural elements include statement chandeliers, artisanal sconces, and pendants anchoring each space, while bespoke bar areas showcase exotic marbles sourced from around the world.

Custom millwork panels and marble and onyx installations create stunning focal points framing state-of-the-art entertainment systems. European luxury fabrics from Casamance and Pierre Frey maintain an inviting yet sophisticated residential atmosphere. The luxurious en-suite also features a soaking tub and an oversized vanity with abundant lighting. A private patio connects the living room to the bedroom, offering unparalleled views of the resort's pool area and the iconic Las Vegas skyline.

Grand Suite

Each of the eight expansive 1,000-square-foot one-bedroom Grand Suites blends refined residential luxury with elevated design, featuring a spacious living and dining area, a private bar for entertaining or relaxation, and a sophisticated powder room accented with polished ivory onyx and an alabaster chandelier. The design reflects master European craftsmanship with modern elegance, combining rich walnut wood, silver metalwork, burnished brass details, custom tweed upholstery, and bespoke wallcoverings complemented by commissioned artwork from Daniel Fine Art. The serene bedroom offers a large king sleeping arrangement and integrated state-of-the-art entertainment, while the spa-inspired en-suite showcases floor-to-ceiling book matched Calacatta Macchia Vecchia marble, a soaking tub, marble-clad shower, and dual vanities.

Executive Suites

The 16 executive suites, each spanning 715 square feet, and the 10 Executive Suites – some with patios – boast a sophisticated, contemporary design. Rich walnut wood creates a dramatic contrast against polished silver metalwork, accented by burnished brass elements throughout, whilst sumptuous tweed textiles elevate the upholstered furnishings, complemented by curated art pieces. Illumination flows from sleek alabaster block sconces positioned at the entertainment panel, their burnished brass details providing intimate radiance. These retreats offer flexible King or two Queen configurations with an adjoining sitting area, complemented by pool-view balconies or

vineyard-facing patios. The luxurious en-suite encompasses floor-to-ceiling book matched Calacatta Macchia Vecchia marble surfaces, twin vanities, soaking tub, separate shower, private water closet, and a generous makeup station perfect for leisurely preparation.

Elevated Gaming, Entertainment and Culinary Offerings

On its 2025 year-end earnings call, Station Casinos (RRR) announced its next stage of enhancements coming to Green Valley Ranch as part of its comprehensive transformation across entertainment, dining, and gaming. The upgrade will include a fully refreshed gaming floor, ensuring a curated animmersive experience for discerning guests, following the introduction of two high-limit rooms and the return of the resort's Poker Room.

The Regal Theatre is also undergoing state-of-the-art phased refurbishment, designed to enhance and elevate the cinematic experience. Scheduled to reopen in Q2 2026, the reimagined cinema will feature ultra-comfort recliner seating, enhanced acoustics, advanced projection systems, and two fully upgraded private luxury movie booths. The redesign is complemented by a new lobby lounge, expanded concession area, and craft beverage bar.

Culinary offerings are also being reimagined, with new concepts including Irv's Burgers joining fan favorites Hank's Fine Steaks & Martinis, Bottiglia Cucina & Enoteca, Borracha Mexican Cantina, and Pizza Rock by Tony Gemignani, alongside the recently introduced Blue Ribbon Sushi Bar & Grill and Polaris Casino Bar.

Work on this phase has commenced and will extend into 2027. These upgrades reflect Green Valley Ranch's commitment to thoughtful design, elevated service, and a dynamic guest experience across every aspect of the resort.

PREMIER

CONSTRUCTION | HOSPITALITY | RAIL | RETAIL



GlennRieder

Inspiring Awe In Everything We Do

For over 75 years, Glenn Rieder has delivered breathtaking architectural millwork and specialized interiors for prestigious clients across the United States, serving virtually every commercial sector including hospitality, gaming, corporate, and sports and entertainment environments.

Across thousands of projects, we have built a reputation for craftsmanship, precision, and reliability. As a trusted partner, we bring vision and expertise together from concept through execution, ensuring every detail aligns with design intent.

Continuously refining our craft and process, we work in sync with designers, architects, and contractors to deliver complex environments on schedule and on budget for the nation's most recognized brands.

Proud to have worked on the Green Valley Ranch Resort Casino & Spa renovation.

www.glennrieder.com
Tel: 1-414-449-2888



Scan to view
our work