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La Jolla Beach & Tennis Club Celebrates 90 Years with a Multi-Million-Dollar Makeover

San Diego's iconic beachfront tennis resort welcomes travelers with new dining concepts, enhanced recreational spaces

La Jolla, CA – [August X, 2025] — La Jolla Beach & Tennis Club, Southern California's iconic coastal retreat renowned for its timeless charm and storied legacy, has unveiled the first phase of its \$60 million renovation just in time for the summer travel season. Members and guests arriving at the historic 90-year-old beachfront resort are among the first to experience a transformed pool deck, revitalized outdoor gathering spaces, resurfaced tennis courts, and a selection of newly developed dining venues.

Led by Los Angeles-based design firm Studio UNLTD, the renovation ushers in a new era for the Club while honoring its nine-decade legacy as a beloved destination for generations of families, friends, and returning guests. Key enhancements in this phase include:

Pool Deck

The redesigned pool deck now features a more expansive and inviting layout, with upgraded seating options including private cabanas, family lounges, and sleek chaise lounges. Cozy teak banquettes and upholstered group seating create welcoming gathering areas, framed by details such as honed Calcutta marble, oak-clad rattan soffits, striped, scalloped umbrellas, and a wood-paneled façade. The centerpiece of the enhanced resort-style pool deck is the addition of a wood-fired Marra Forni pizza oven that invites guests to enjoy handcrafted pizzas baked to perfection in an open-air setting. The pizza station serves as a social hub on the pool deck, where chefs prepare artisanal pies in full view, creating a lively, communal atmosphere.

Club Dining

Anchoring the property's fresh culinary offerings is the entirely revamped Club Dining Room, positioned parallel to La Jolla Shores Beach and offering an opportunity for members and hotel

guests to enjoy floor-to-ceiling oceanfront views in a comfortable indoor/outdoor environment. The space features roomy booths and oceanfront tables designed in a light airy color and textural palette that mimics California's coastal beauty. Recently launched breakfast, lunch, and dinner menus include a variety of locally caught seafood offerings, wood-fired pizzas, salads, sandwiches, and dinner entrees, including premium meats, pastas, and more. An extensive cocktail list includes a variety of custom creations named after the Club's tennis courts and golf course, creating a whimsical sense of community and place.

The Market

Members of the Club and hotel guests can now enjoy a thoughtfully designed indoor/outdoor market offering an array of grab-and-go meals, house-made dips, artisan snacks, fresh-baked breads, and premium cuts of meat perfect for preparing "homemade" meals in the comfort of their in-room kitchens or for savoring at the Club's iconic beachside barbecues. The market also features a curated selection of wines, local craft beers, and gourmet provisions inspired by the property's onsite restaurants.

These additions join La Jolla Beach & Tennis Club's recently renovated signature waterfront restaurant, The Marine Room, and Walnut Lounge, an elevated and intimate enclave for members and guests alike.

Travelers looking to enjoy La Jolla Beach & Tennis Club's updated spaces, private beach access, tennis and pickleball courts, and onsite 9-hole, par-3 golf course, all just minutes from top shopping and entertainment, can celebrate with the resort's 90th Anniversary offer. The offer includes something for the whole family, including accommodations in a Beachfront Suite, 90th Anniversary tote, signature cocktails in the Walnut Lounge, a ride aboard the legendary Old Black Goose, beach BBQ setup, pickleball court and paddle reservation, and a 30-minute professional family photo session. The 90th Anniversary offer is priced starting at \$XXX per night with a 14-day advance reservation required.

Blackout dates, minimum stay requirements, and other restrictions may apply. For details or to book, visit ljbtc.com.

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About the La Jolla Beach & Tennis Club

La Jolla Beach & Tennis Club is a fourth-generation, family-owned and operated company dedicated to the operation of a 21-acre beachside resort. The resort includes three properties, including the exclusive La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel and the award-winning Marine Room restaurant. Resort amenities include 14 championship tennis courts, a nine-hole Par-3 golf course, two swimming pools, two additional oceanfront restaurants and cocktail lounges, and one of Southern California's only private beaches. For more information visit www.LJBTC.com and follow La Jolla Beach & Tennis Club on [Facebook](#) and [Instagram](#) for updates.

