

The Pfister Hotel Completes Multi-Phase Renovation Honoring its Legacy

Milwaukee's AAA Four Diamond hotel reintroduces its spaces with modern elegance and timeless luxury

Milwaukee, WI [November XX, 2025]— The Pfister Hotel, a historic AAA Four Diamond hotel, announces the completion of its extensive, multi-phase renovation. The project's vision was to maintain the historic grandeur of The Pfister and elevate the guest experience with contemporary enhancements, amenities, and designs.

Owned and managed by [Marcus® Hotels & Resorts](#), the \$20 million investment reflects a deep commitment to preserving The Pfister's architectural legacy and its standing as a cultural beacon of Milwaukee's hospitality scene for more than 130 years. The renovation features fully revitalized ballrooms, meeting and events spaces, and guest rooms, along with enhancements to the hotel's lobby and lobby bar.

"We set out to enrich guest experience while honoring everything that makes The Pfister beloved," said Michael Evans, President of Marcus Hotels & Resorts. "Now that the final touches are in place, we're proud to offer a space that feels elegant, refined, and modern."

Highlights Include:

- **Guestrooms and Suites:** Guestrooms in the historic tower now feature upgraded furnishings, modern amenities, and design touches that blend classic architecture with sophisticated, contemporary comfort. Design nods to the Gilded Age include a "cabinet of curiosities" drawer inside a desk; wallcoverings with coded references to Milwaukee culture; and a rich Victorian color palette of blue (evocative of Lake Michigan) and gold.
- **Lobby:** The Pfister's lobby and lobby bar, long considered the heart of the hotel, has been meticulously restored, highlighting its famous marble staircase, ornate columns, terra cotta fireplace, and bronze lion statues.
- **Lobby Ceiling Mural:** The Pfister's award-winning domed ceiling mural, first created in 1993 to celebrate the hotel's centennial, was carefully retouched by the children and grandchildren of the original artists, preserving a unique, multigenerational connection to the hotel's legacy.
- **Meeting and Event Spaces:** Upgraded technology, finishes, and lighting seamlessly married modern function with timeless aesthetic across The Pfister's expansive event spaces, ensuring that the hotel remains Milwaukee's premier destination for weddings, galas, and corporate gatherings.
- **Artistic Legacy:** The restoration preserved and showcased the hotel's prized Victorian art collection, the largest of its kind in any hotel worldwide, reaffirming The Pfister as a destination not just for luxury, but also for culture.

Blending architectural splendor, world-class service, and modern innovation, The Pfister Hotel remains one of the most beloved destinations in Milwaukee. The recent

renovations further strengthen its reputation as a top luxury hotel in the Midwest, and a must-visit for those seeking an authentic and unforgettable experience.

About The Pfister Hotel

Celebrating over 130 years, The Pfister Hotel is one of the oldest and most prestigious hotels in the Midwest and downtown Milwaukee. Originally opened in 1893 by businessman Guido Pfister, it was the most lavish hotel of its time. Today, The Pfister Hotel continues its tradition of gracious service and impeccable style and has been recognized by AAA as a Four Diamond property for over 45 consecutive years. The hotel is also consistently recognized by top national industry and travel publications and associations, such as Condé Nast Traveler's annual Reader's Choice Awards as a Top Hotel in the Midwest. This exceptional property is a member of two distinguished hotel organizations, Historic Hotels of America, and Preferred Hotels & Resorts. For more information, please visit thepfisterhotel.com and follow the hotel on [Facebook](#) and [Instagram](#) (@thepfisterhotel).

About Marcus Hotels & Resorts

Marcus Hotels & Resorts owns and/or manages 17 hotels, resorts and other properties in the U.S. The company's distinctive portfolio includes city-center meeting hotels, upscale resorts, historic properties, and premium branded and independent first-class hotels. Marcus Hotels & Resorts is an approved operator for all major lodging brands. A leader in the hospitality industry since 1962, Marcus Hotels & Resorts creates asset value for hotel owners through its expertise in management, development and product repositioning. This includes unique food and beverage concepts, developed by Marcus Hotels & Resorts, such as Mason Street Grill, The Studio Kitchen & Cocktails, Milwaukee ChopHouse, Miller Time® Pub & Grill, and SafeHouse® Restaurant. For more information, please visit: <http://media.marcushotels.com> and follow the company on [Facebook](#), [Instagram](#) and [LinkedIn](#).

About Marcus Corporation

Headquartered in Milwaukee, Marcus Corporation is a leader in the lodging and entertainment industries, with significant company-owned real estate assets. In addition to its lodging division, its theatre division, Marcus Theatres®, is the fourth largest theatre circuit in the U.S. and currently owns or operates 985 screens at 78 locations in 17 states under the Marcus Theatres, Movie Tavern® by Marcus and BistroPlex® brands. For more information, please visit the company's website at www.marcuscorp.com.