

CONTACT: Sally Cooper
Sally Cooper and Company
(480) 946-9446; fax: 946-9008
E-mail: Sally@sallycooperandcompany.com

**THE NEW ALVADORA SPA AT ROYAL PALMS RESORT AND SPA:
A ROMANTIC, INTIMATE RETREAT FOR THE SOUL**

Phoenix, Arizona – February 2003 – To enter the new Alvadora Spa at the Royal Palms Resort and Spa is to experience the sounds, scents and sensations of romance itself. This intimate retreat, nestled in the Old World milieu of the Royal Palms, is adorned with warm wood, rich colors, inviting furniture, aromatic fireplaces, gentle fountains and lush gardens – providing the perfect space for a couple to share a treatment a deux, or an individual to experience quiet introspection.

Delos Cooke, original owner of El Vernadero, the mansion that became Royal Palms Resort and Spa, was an ardent world traveler. Intrigued by the Mediterranean region, he learned that, for thousands of years its people have used the therapeutic qualities of their natural environment for well-being. They believed that each new dawn brings a golden opportunity for rejuvenation. *The ancients called this awakening Alvadora.* This possibility for self-nurturing is infused into every service, each caring gesture and is the very essence of the spa itself.

“We offer our guests an experience, not just a treatment,” explains Amy Wilson-Moghina, spa director. “By combining the European philosophy that all treatments should be therapeutic, with the American preference for indulgence and pampering, we designed a menu of services to stimulate all of the senses and provide personalized touches not usually found in spas today. For example, a gentle, aromatic foot bath, a European ritual, enhances many of our massages and body services, providing a deeper level of relaxation and making our guests feel that they are indeed special and cared for.

“With treatments inspired by the revitalizing benefits of the herbs, flowers, oils and minerals indigenous to the Mediterranean (a unique departure from the desert-inspired treatments predominant in the Southwest), we offer our guests a haven designed to enhance romance and renew both body and spirit.”

Types of treatments include Massaggio (massages), Watsu (a combination water and Shiatsu therapies), Terme Vivo (therapies of water), Corpo Terapia (body therapies), and Pella Cura (skin treatments). Treatments are 60 and 90 minutes, compared to the industry standard of 50 and 80 minutes, providing guests with even greater enjoyment and benefit. Additionally, Alvadora offers

services for hands, feet, hair and makeup in the Salon, and a full complement of fitness and meditation activities.

-more-

Designed for romance and loving connections...

Alvadora was specifically designed to provide a selection of treatments for two -- couples, mothers and daughters, friends -- in a signature treatment suite, the Acqua Dolce. Featuring two heated stone tables with overhead showers, the suite opens to a private outdoor patio with a fireplace and waterfall shower. A therapeutic herbal tub and open views of the garden highlight the adjoining Acqua Giardino room.

At the heart of romance treatments are the **Acqua Dolce Rituals**, which may also be experienced solo. Guests may choose from four 90-minute Rituals -- Minerale, Botanica, Alghe, or Vino.

After slipping into luxuriant robes, guests may rest in the relaxation area -- two rooms decorated in the colors of brick, moss and butterscotch and separated by gauzy draperies. To begin the relaxation process, guests may sample an herbal tea, a selection of dried fruit or an E•lix•r Tonic & Tea, such as "Mind Over Muddle," a mental prowess power tonic of raspberries, plums and herbs.

As an example, the **Botanica Ritual** begins in the Acqua Dolce with an Exfoliating body therapy on duo heated stone tables with cascading overhead showers. The outdoor eight-foot waterfall shower provides a final rinse. The Ritual continues in the Acqua Giardino, a water garden with an herbal whirlpool bath. The bath provides a relaxing soak with a selection of eucalyptus, pine, wild flowers or chamomile essences while overlooking the garden with its romantic fireplace. The Ritual continues with a gentle massage using hydrating, vitamin rich lotions, complimented with body sprays. While relaxing in a warm towel wrap, the guests receive a delicious scalp and shoulder massage, including a ritual with aromatherapy oils designed to calm the mind. At the conclusion, the therapist finishes with warm compresses for the hands and feet. Before entering the world again, if requested, guests may relax outside by the fireplace.

More signature treatments and packages ...

Other signature treatments include the Renaissance Massage and Footbath, the Renaissance Facial and Footbath, the Royal Body Polish, the Orange Blossom Body Buff, and the Bella or Signore Facials.

A number of packages for one or two persons offer a more complete spa experience ranging from 90 minutes to four hours.

The **Renaissance Package** begins with the Renaissance Massage, followed by a cup of tea and relaxing herbal footbath, a traditional European ritual using Mediterranean essences of

thyme, sage, lavender and pennyroyal. Following the massage, the Renaissance Facial encompasses a bouquet of skin-renewing aromatic oils and botanicals that support complete vitality and relaxation. The experience concludes in the Alvadora Salon with the Renaissance Manicure.

-more-

Alvadora Spa – Page Three

Old World ambiance in an estate-like setting ...

Alvadora is an open-air, two-level spa offering 10 individually decorated treatment areas, magnificent views of Camelback Mountain, French doors opening to private patios for outdoor treatments and the relaxing benefits of Mother Nature, a full-service salon, comprehensive fitness center and a lush Mediterranean-diet menu to be savored poolside.

The decor is reminiscent of an Old World villa nestled in the hills surrounding the Mediterranean. The entrance features a fountain imported from France, and a wooden door imported from Mexico. The lobby is adorned with rich wood and jute carpeting, a reception desk with a jade marble countertop from Tuscany, and artwork reminiscent of the Mediterranean.

As guests tour the spa, they experience its inviting indoor and outdoor spaces embellished with features such as natural stone, aged timbers, large wooden doors, rich textures and residential furniture, gardens, murals, blue-tile fountains and fireplaces.

In addition to the Acqua Dolce-Acqua Giardino signature couples' suite, Alvadora offers a compliment of unique treatment rooms: the warm yellow Villa Fiore and cool blue Villa Serena couples' treatment rooms; the cantaloupe Pietra and raspberry Sole facial rooms; the soothing yellow Luna and cool moss Cielo massage rooms; the Watsu outside massage area and waterfall shower; and the Terrazza outdoor massage balcony with an open view of Camelback Mountain. All treatment rooms are highlighted by aged wall treatments, amenities such as ceramic footbath bowls, artwork of Italian vistas and private patios or balconies.

Lockers rooms are customized with full-length wood lockers each outfitted with a mirror, jewelry holder and padded hangars. Steam rooms and outdoor resting areas with fireplaces and hot tubs are included in both the men's and ladies' locker rooms.

The Alvadora Spa presents a unique opportunity to experience heightened romance, a solo discovery of self, or an episode of pure pleasure and respite from everyday cares.

For information, contact (602) 977-6400 or visit www.royalpalmsresortandspa.com

-more-

Alvadora Spa - Page Four

A member of Historic Hotels of America, Royal Palms Resort and Spa is a Mobil Four Star/AAA Four Diamond hotel located at the foot of majestic Camelback Mountain. Combining the graciousness and sophistication of a Mediterranean villa with the intimacy and privacy of a secluded retreat, Royal Palms offers: 117 custom-appointed guest rooms and intimate clusters of casitas and villas; regal Spanish Colonial architecture; over 20,000 square feet of estate-like meeting space; Tuscan-style gardens; exquisite tapestries, antiques and stone fireplaces throughout. Designed around the original historic private mansion, Royal Palms is home to the award-winning T. Cook's restaurant, the Alvadora Spa, a swimming pool with private cabanas, tennis court, and croquet lawn. Just minutes from Scottsdale's shopping, galleries, golf, Phoenix Sky Harbor International Airport and the Camelback financial corridor, Royal Palms is an ideal retreat for business, pleasure and special occasions, offering luxury, privacy and convenience.

Royal Palms Resort and Spa is one of 25 independent, upscale and luxury hotels, resorts and golf clubs in the United States managed by Destination Hotels & Resorts, a privately held company located in Englewood, Colorado. Each distinctive, well-situated Destination Hotels & Resorts managed property offers exceptional recreational, business travel and conference facilities. Destination Hotels & Resorts' managed properties include the Hotel del Coronado near San Diego; Algonquin Hotel in New York City; NINE ZERO in Boston; Sunriver Resort in Sunriver, Oregon; Vail Cascade Resort & Spa in Vail; and The Argent Hotel in San Francisco. You can visit Destination Hotels & Resorts online at www.destinationhotels.com. Travel professionals can access Destination Hotels & Resorts' portfolio, including Royal Palms Resort and Spa, on the global distribution system via the company's chain code, DN.

Destination Hotels & Resorts (DH&R) has formed a sales and marketing alliance with De Vere Hotel Group PLC, in the United Kingdom allowing DH&R to increase its portfolio presence in the UK with a company whose customer base and product offering is very similar to its own.

De Vere Hotels is a distinctive collection of 21 of the UK's finest four- and five-star hotels, featuring 3300 rooms and is highly regarded for delivering excellent service in hotels that have

maintained their individuality. These include nine leading golf resorts, such as the world famous The De Vere Belfry, host to four Ryder Cups. De Vere also has an impressive string of south coast hotels including The De Vere Grand, Brighton as well as outstanding destinations such as the De Vere Cameron House on the shores of Loch Lomond, Scotland. The latest addition is the elegantly refurbished De Vere Cavendish, St James's, London, located in the heart of the fashionable West End. The hotels are positioned to serve both the conference and upper short breaks market as well as the discerning business traveler. www.deveronline.co.uk

#

July 2003, Alvalora Spa

www.royalpalmsresortandspa.com