

CONTACT:
Andra Dan
Hilton Sedona Resort at Bell Rock
+1 602 870 2720
andra.dan@hilton.com

Hilton Sedona Resort at Bell Rock Set To Unveil New Guest Experiences Focused On Adventure & Exploration

Following Major Renovation, New Resort Experience To Debut In Q1 2016



adventure and experiencing the essence of Sedona.

SEDONA, Ariz. – August 3, 2015 – Completing a multi-million dollar renovation this spring, the newly renamed Hilton Sedona Resort at Bell Rock will continue to evolve the guest experience by adding new programming, offerings and interactive elements focused on exploration,

As part of recent renovations, the upscale 219-room resort located along the Red Rock Scenic Byway features entirely redesigned guest rooms, lobby and social spaces that reflect the natural elements of Sedona. To provide guests further opportunities to experience Sedona through the doors of the resort, Hilton Sedona Resort at Bell Rock will debut the following new guests offerings by Q1 2016.

- **Adventure Concierge** – The resort's new Adventure Concierge will provide on-site guidance and assistance to help guests discover and arrange their Sedona adventure,

whether it be an outdoor adventure, culinary adventure, spa adventure or more. Each morning, the Adventure Concierge will also curate a menu of favorite activities and tours for the day based on the season, weather, and sunset/sunrise times – displayed prominently in the Living Room on rustic, oversized butcher paper.

- **Outdoor Adventure Menus** – The resort’s signature restaurant, The Grille at ShadowRock, will unveil new menus focused on healthy, protein-packed signature dishes made with local and regional ingredients designed to power a day of adventure. The menu will also feature a variety of big game meats.
- **Stargazing Garden Adventures** – A new stargazing garden will play host to weekly stargazing adventures hosted by local astronomers and storytellers.

- **Discovery To Recovery**

Indigenous, Locally-Inspired Spa Treatments: The resort’s eforea spa will continue to offer indigenous and locally-inspired spa treatments, including the 90-minute Full Circle Massage, a unique spa treatment inspired by the teachings of the Four Directions. Powerful and balancing, it includes cleansing and exfoliation, traditional massage, grounding stones, a cocoon wrap and energy work.

Warrior Pit: The resort’s newest outdoor fitness adventure, the Warrior Pit is an outdoor fitness complex designed for CrossFit-inspired workouts and training. With inspiring views of the red rocks, guests can maintain their fitness regime with pull-up bars, rope climbs, box jumps and tire flips. Weekly, instructor led-classes for all skill-levels will be available soon.

- **Adventure Guidance & Exploration**

Topography Map: To further guide guest adventures in Sedona, a dynamic topography map display at the center of the resort lobby will not only serve as a piece of art, but as a place to gather and plan the day’s adventures. The map display will highlight must-see sites in Sedona, as well as trails for hiking, mountain biking, swimming holes, rivers, and more.

Social Media Wall: Realizing that guests can also learn and take a page from others’

adventures, guests will be encouraged to use a special hashtag when posting their photos from the day's adventures on social media. Using the designated hashtag will post photos to the resort's live-streaming social media wall on display in The Living Room.

Explorer Kits: Giving guests all the tools they need to hit the road or the trail for the day, guests will be able to purchase explorer kits packed with all the essentials needed for a variety of unique Sedona experiences. Kits will help create such experiences as a "Sunset Champagne Toast For Two" to a "Family Hike Picnic."

As part of an ongoing repositioning and rebranding, the resort was renamed Hilton Sedona Resort at Bell Rock in June. Celebrating Sedona's landmark Bell Rock, located just two miles from the resort, the iconic red rock formation reaches an elevation of 4,919 feet and is home to some of the area's most popular hiking and mountain biking trails.

2015 Renovation Background

The resort's multi-million dollar renovation completed this spring included a redesign of the resort's 219 guest rooms, which include 171 one-bedroom suites and 48 standard guest rooms. Guest rooms feature a new look designed to offer a haven and evoke a sense of belonging. Inspired by the energy of Sedona, guest rooms and suites feature a modernized design with a color palette of cool neutrals with décor and furnishings that create a magical experience and encourage reflection.

Renovations to the lobby also delivered a new 6,480 square-foot lobby experience designed to offer a respite from the moment of arrival with soothing earth tones and artwork, furnishings and finishes that reflect the natural elements of Sedona. In the center of the lobby, a suspended sculpture swirls above a patch of green grass and a river of icy blue crystals symbolic of the rose quartz found in the region and the tranquility of nearby Oak Creek. Elements of relaxation continue into The Living Room, a 4,875 square-foot gathering space outfitted with comfortable couches, chairs, a fireplace and a community table – featuring a design that captures Arizona's vagabond spirit and Western heritage.

Plugging back into the outside world is also made easy with the new VorTech Den, a comfortable, tucked away space within The Living Room designed to capture the essence of

Sedona's vortexes. Charged with energy and purpose, the VorTech Den is outfitted with plush leather chairs, workstations, a TV and more. The VorTech Den, The Living Room and lobby also feature a variety of sculptures, abstract paintings and ceramic vessels created by Arizona and Sedona artists.

Located along the Red Rock Scenic Byway, Arizona's first designated All-American Road, Hilton Sedona Resort at Bell Rock offers an upscale, high desert resort experience with dramatic views of Sedona's majestic red rock formations. One of Sedona's premier resorts catering to individual travelers, event planners, and large groups, amenities include an expansive pool and kid's pool with water play features, Sedona Athletic Club and eforea: spa at Hilton, Grille at ShadowRock restaurant and bar, and 18 holes of golf at the adjacent Sedona Golf Resort.

For more information on Hilton Sedona Resort at Bell Rock, visit www.hiltonsedonaresort.com.

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About Hilton Sedona Resort at Bell Rock

Located along the Red Rock Scenic Byway near the iconic Bell Rock, the newly renovated Hilton Sedona Resort at Bell Rock offers a locally-inspired guest experience focused on relaxation and rejuvenation. Plush with amenities, the resort features three outdoor pools, an adjacent 18-hole golf course and 25,000 square-feet of fitness, wellness and spa amenities including eforea: spa. With 219 guest rooms, the resort's 171 suites feature cozy fireplaces and private balconies with separate living rooms and bedrooms. Offering more than 20,000 square feet of meeting space, Hilton Sedona Resort at Bell Rock is also Northern Arizona's largest resort conference center. For more information, visit www.hiltonsedonaresort.com.