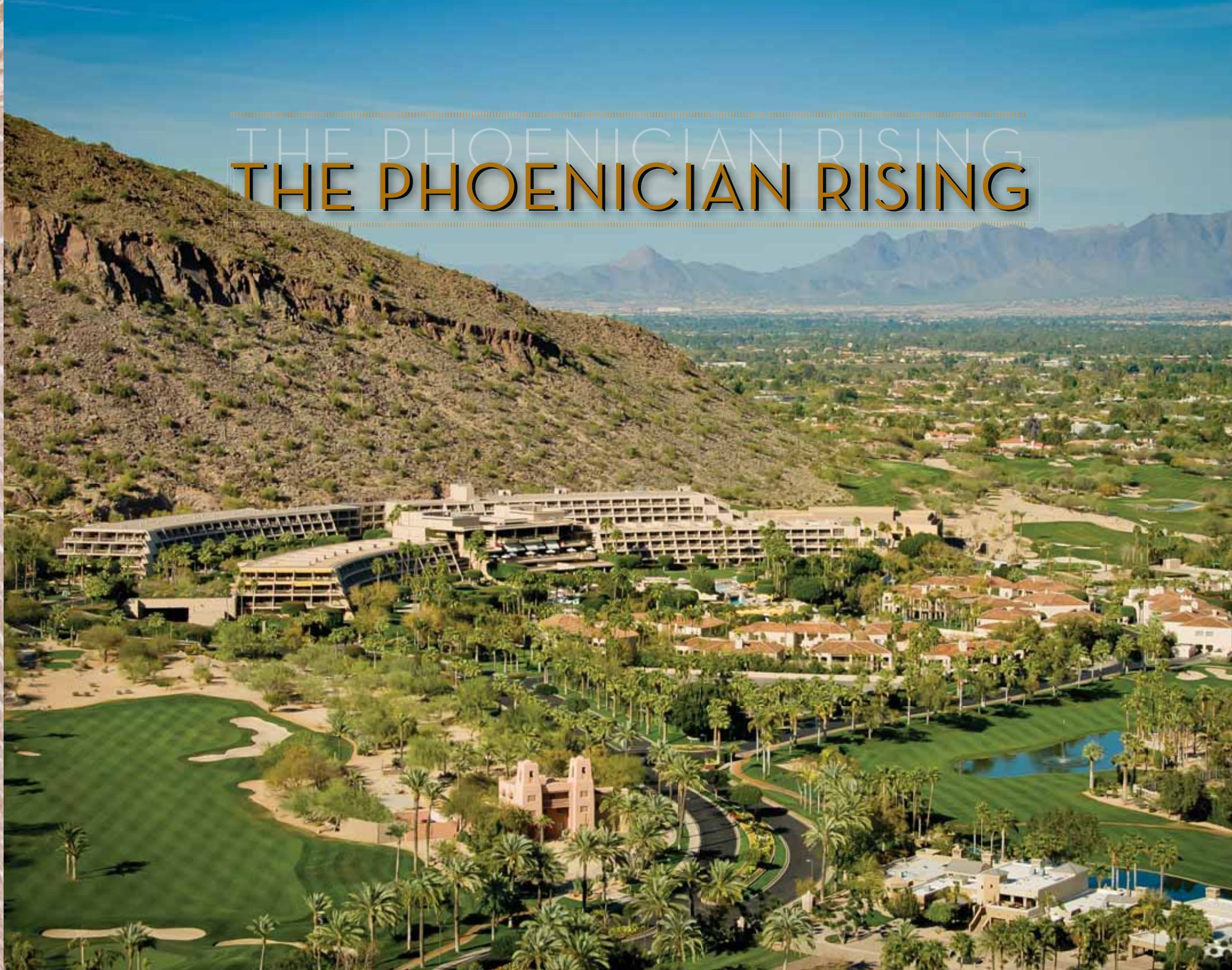


THE PHOENICIAN RISING







THE PHOENICIAN RISING

CELEBRATING

25

★ YEARS ★

THE PHOENICIAN RISING

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The Phoenician has made every effort to ensure the accuracy of the book's text. Please contact the Public Relations Department at the above address should you have any additional information regarding The Phoenician story.

starwood
Hotels and
Resorts





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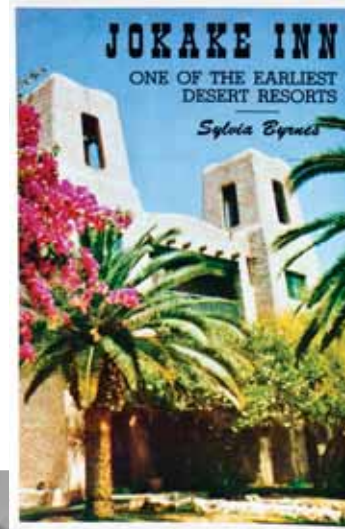


The Jokake Inn was given its name by a young Hopi Indian boy who saw the structure and called it "Jokake," which means "mud house."

25 YEARS OF THE PHOENICIAN

When the first guest, Tom Bettinger of Mill Valley, California, arrived at the much-anticipated, premiere luxury resort known as The Phoenician on October 1, 1988, it represented a new era in business and leisure travel — yet one shaped by its local history. Dating back to the early 1900s, the grounds at the base of Camelback Mountain served as the location for a small-frame house owned by artist Jessie Benton Evans. In 1926, her son and daughter-in-law built an adobe home on the site, which was expanded over the years to host visitors for tea and, eventually, overnight guests. Although the Jokake Inn closed in 1979 and its role is now reserved for special outdoor events at The Phoenician, (the bell tower is the sole building left standing from the property), it remains a symbol of hospitality in the old Southwest.

The first guest registration for the newly opened Phoenician Resort



An historical account of Jokake Inn written by Sylvia Byrnes, daughter-in-law of artist Jessie Benton Evans.



Jokake Inn guests Mrs. Gilmour and Lady Astor, both of New York



The pool area of the Jokake Inn, circa late '30s/'40s

fun fact Nearly 6 million guests have stayed at The Phoenician in its first 25 years.

Originally, the land on which The Phoenician would be built was not only the site of the Jokake Inn, but three other facilities as well: the Paradise Inn, El Estribo and Valley Country Club. Following financier Charles H. Keating's unprecedented vision for the property, construction began on the luxury resort in 1986, pairing traditional elements of the finest European design with the colors and style of the American Southwest. When completed two years later, The Phoenician captured the attention and imagination of media, travelers and industry professionals across the globe. The property featured 604 spacious rooms, 132 casitas, 1 Presidential Suite, 1 VP Suite, Italian marble bathrooms, and McGuire rattan furniture throughout; as well as 24-karat gold gilding in the domed lobby and a 22,000 square-foot ballroom with Austrian crystal chandeliers and wall sconces. The now-famous Cactus Garden, showcasing 250 varieties of cactus and succulents, was the second-largest in the state upon its debut. Outside of Phoenix Symphony Hall, the resort featured perhaps the state's largest collection of rare Steinway pianos, totaling 11. Even more extraordinary were the workers from the Island Kingdom of Tonga, hired to create the lush tropical landscape that complements its Sonoran Desert backdrop. Today, many still serve on The Phoenician's talented crew of groundskeepers.



Early construction photos



Main Lobby Lounge



The architect's scale model

The Property Design Team

Hotel Architects: Killingsworth, Stricker, Lindgren, Wilson & Associates - Long Beach, Calif.

Civil Engineer: Gannet Flemming, Inc. - Phoenix, Ariz.

Landscape Architect: Sasaki Associates - Los Angeles, Calif.

The Centre for Well-Being: Layout/Design by JGL & Associates, Spa Consultants - Vermont





In creating Arizona's premier luxury resort destination, no expense was spared, as evidenced by its \$300 million cost. Yet, clearly travelers were eager to experience this incomparable desert masterpiece. By 1990, The Phoenician was running at occupancy levels of 85-94% – rare for such a new property.

Significant enhancements to the resort's footprint over the years have included the expansion of the golf course from 18 to 27 holes and the addition of The Canyon Building in 1996. (The following decade, the structure was transformed into The Canyon Suites, which in 2013 was named Arizona's only Forbes Five-Star/AAA Five Diamond hotel). Since 2008, more than \$100 million in capital projects have been completed throughout the resort, including the launch of three new restaurants; the debut of "The Park," a family activities complex; and the introduction of a state-of-the-art ballroom. Additional enhancements such as a total redesign of all main building and casita suites, and the opening of The Phoenician Residences, a fractional ownership community, were also accomplished.



← The Canyon Suites Lobby



A popular nightclub for locals and celebrities when The Phoenician opened, "Charlie Charlie's" featured a large artificial tree as its unique centerpiece.



Championship Golf



Changing Hands

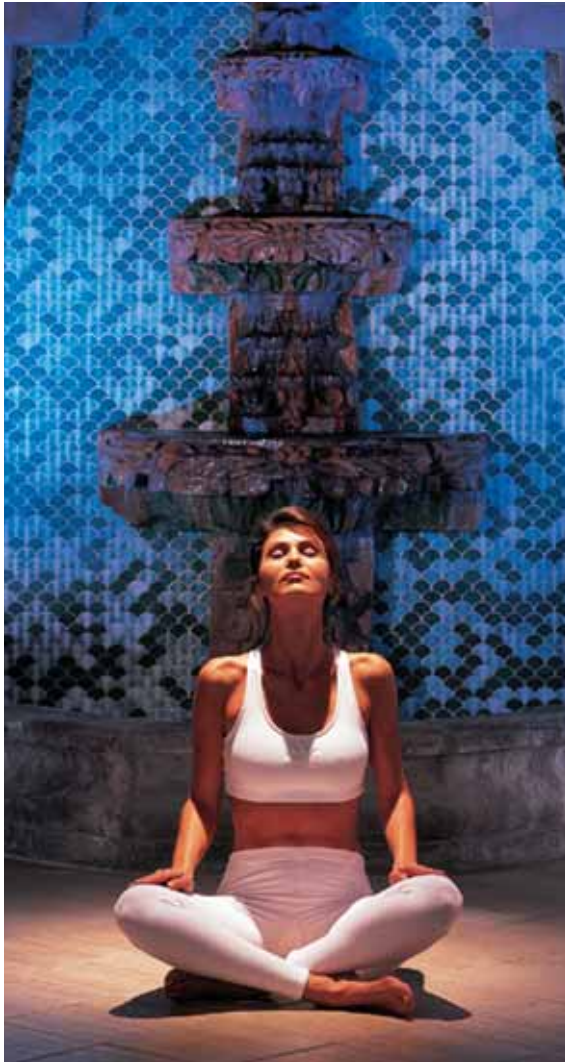
Over the years, The Phoenician has changed ownership several times. Most notorious was the seizure of the property by federal regulators in November 1989, after fraud and racketeering charges were filed against Charles H. Keating. (During the ensuing years, the resort was facetiously referred to as "Club Fed"). In 1991, The Phoenician was sold to the Kuwaiti Investment Office. The resort ran "business as usual" under that management model until 1994, when it was purchased by ITT Sheraton. Four years later, Starwood Hotels & Resorts completed the acquisition of Sheraton and its iconic Scottsdale, Arizona, property. Today, The Phoenician is a member of Starwood's exclusive Luxury Collection.



Matchbook cover from Charlie Charlie's

fun fact Suite 4037 was once Charles Keating's private on-site residence.

Throughout its first 25 years, and all of the signature services, programs and facilities showcased along the way, The Phoenician has remained steadfast in its commitment to providing a standard of excellence unprecedented in the luxury market.



The Centre for Well-Being



Mother of Pearl Pool



The 2-acre Cactus Garden





A TASTE OF LUXURY

Dining at The Phoenician has always been an unforgettable experience in its own right. At the property's opening, seven kitchens and 130 chefs dished out a dazzling array of culinary delights at the legendary AAA Five Diamond Mary Elaine's, Terrace, and Windows on the Green, in addition to more traditional fare at the Oasis Grill, 19th Hole snack bar, Café and Ice Cream Parlor, and Lobby Tea Court. The Praying Monk, a working wine cellar and private dining venue, has enchanted guests from the start as well, with its barrel-vaulted ceilings, brick archways and rich furnishings upholstered in beautiful tapestries.

In 2008, The Phoenician dining program underwent a major shift. Mary Elaine's, the oft-decorated, modern French restaurant, closed in April to make way for the debut of J&G Steakhouse eight months later. The venue received a nearly \$6 million renovation and an elegant, modern design by David Rockwell. The menu, from the vision of world-renowned chef and restaurateur Jean-Georges Vongerichten, introduced an iconic selection of prime-cut steaks and fresh seafood. The Terrace, which offered popular American cuisine, received a \$1 million refurbishment and was rebranded as Il Terrazzo, opening in June of that year with a nouveau-style Italian bill of fare.



Il Terrazzo



Afternoon Tea at The Phoenician is a time-honored tradition celebrated daily with sumptuous finger sandwiches, house-made scones and petit fours.

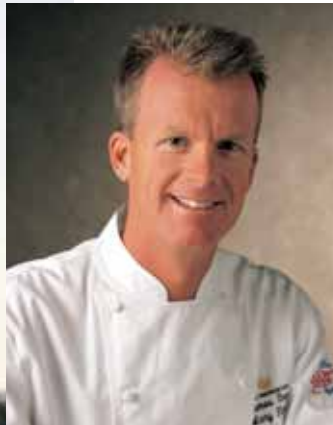
← AAA Five Diamond Mary Elaine's

fun fact As a working wine cellar, The Praying Monk must be kept at 62°F. To ensure private dinner guests are comfortable, wraps and blankets are provided upon request.

From Day One, The Phoenician has been a hotbed for the culinary world's most talented chefs. James Beard Award winners and nominated artisans such as Alex Stratta, Bradford Thompson, Robert McGrath, and James Boyce established a level of unsurpassed excellence. Today, Executive Chef Frank Belosic and Executive Sous Chef Lee Hillson bring a vibrant creativity, along with a commitment to sustainability, to the resort's renowned gastronomic program.



Bradford Thompson



James Boyce



Alex Stratta



Executive Chef Frank Belosic



Lee Hillson



In 2010, Relish Burger Bistro replaced the Southwestern Windows on the Green, providing a more relaxed, clubhouse feel. The restaurant features a twist on the all-American classic, presenting a variety of gourmet burgers, as well as starters and desserts.

Café and Ice Cream Parlor



The "Sundae Summit Challenge" at the Café and Ice Cream Parlor features 19 scoops of ice cream and tips the scales at more than 14,000 calories.



Relish Burger Bistro



Windows on the Green

When it comes to cocktails, The Phoenician's extensive resortwide menu caters to tailor-made tastes of all kinds. However, unique offerings abound, beginning with The Phoenician Bellini, a specialty of the resort that was named one of the "hippest things in the Valley" by *Phoenix* magazine in 2009. In recent years, the enhanced luxury beverage program has also grown to include the largest vodka and tequila collections in the state of Arizona – with the latter featuring The Phoenician's very own El Tesoro Paradiso Private Label. The latest addition to the cocktail lineup is a Woodford Reserve Private Label Bourbon, which made its official debut at The Phoenician's 2013 Kentucky Derby party.



The Thirsty Camel Lounge



Master Sommelier Greg Tresner



Phoenician Bellini



The Phoenician's most expensive wine is a Château Cheval Blanc, St-Émilion, Bordeaux, France, 1947 (magnum), valued at \$23,750.

The Wine and Cocktail Culture

Fine wine has been showcased at The Phoenician since its founding, but the program has improved with age. By current estimates, the 30,000-bottle collection of international, national, and Arizona state offerings is worth upwards of \$3 million, receiving its fifth straight "Best of Award of Excellence" from Wine Spectator magazine in 2013. Arizona's only Master Sommelier, Greg Tresner, not only oversees the impressive list, he has also guided numerous associates in achieving Level I, II and III Sommelier status to ensure the ultimate in staff knowledge and service.



DIVERSITY IN ART

Rather than being confined to a gallery, The Phoenician's multimillion-dollar art collection is found throughout the property, melding traditional European elements with the kaleidoscope of color and intriguing style of the desert Southwest.

The cultural aesthetic spans centuries, mediums, and global geography to produce a spectacular array of works: from a 17th century French tapestry to a woven Navajo rug; from fine antiques such as Louis XVI commodes to rare landscapes by 14th century Dutch artist David Vinckboons. Italian painter Ferruccio Ferrazzi's "Cavallo," purchased from the Mosaic School of Art at Vatican City, is displayed just off the Grand Ballroom foyer, above the approach to the underground lobby. Large snail fossils, dating back 70 million years to the Cretaceous Period of the Mesozoic Era, adorn the mantel overlooking the foyer. The resort album includes numerous works from the private collection of The Phoenician's original owner, Charles H. Keating, as well as selections from the illustrious Glenn Green Galleries of Scottsdale/Santa Fe-Tesuque.

← **Believed to have been saved from a cathedral in Florence, Italy, when both it, and the church, were damaged during World War II, "Cavallo" by Ferruccio Ferrazzi was purchased as part of the resort's original collection for \$75,000, the most costly work acquired at the time.**



Snail Fossils

From the Cretaceous Period of the Mesozoic Era



French (Aubusson)
Tapestry Panel
"Country Meal"

"Country Meal," a late 17th century European tapestry, is featured in the Lobby Tea Court. Created at an Aubusson factory in the south of France, the piece is woven with a blue galloon border, indicating a royal commission. Pastoral scenes and landscapes such as this were the most popular subject matter among designers and weavers of the Aubusson workshops.

fun fact A local church once created a video intended to depict what heaven might look like for its parishioners, and selected The Phoenician as its locale.

In particular, The Phoenician is renowned for its collection of works by Allan Houser, who was awarded the National Medal of Arts in 1992 by then-President George H.W. Bush—the first Native American to receive the country’s highest art award. Eleven of Houser’s sculptures appear around the property, capturing the essence and emotion of traditional Native American life in contemporary form. “The Future,” created in bronze, graces the Grand Ballroom foyer.



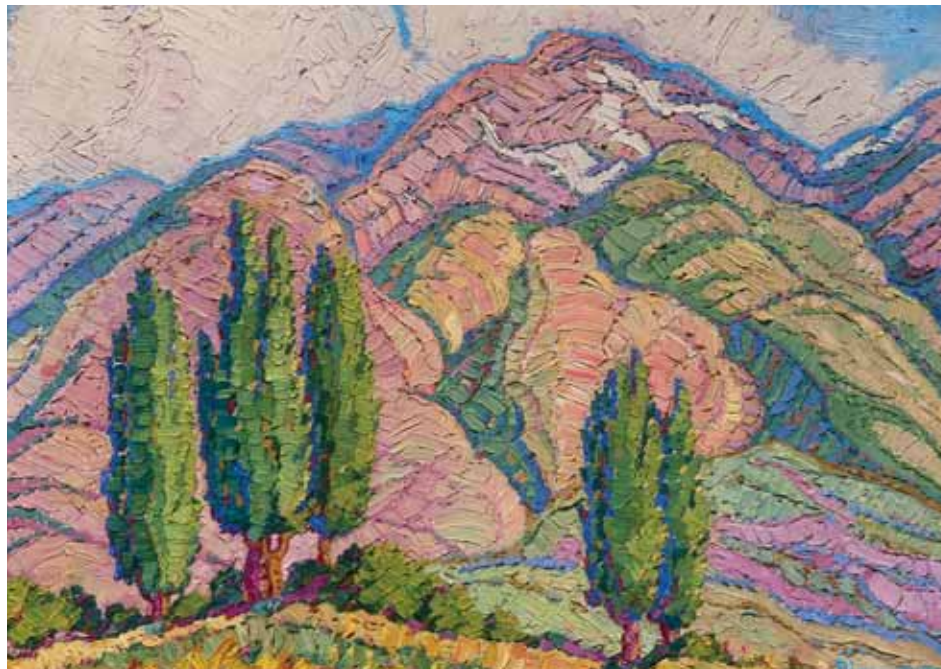
Allan Houser
“The Future”
Bronze

Lillie Taylor
Navajo Rug
Woven Wool



“There is no better way to encourage your hotel guests to visit Phoenix Art Museum than to introduce them to the beautiful collection of The Phoenician. In fact, if the hotel would ever want to move its Birger Sandzen painting in the lobby to the Museum, I would be happy to stop by and pick it up!”

James K. Ballinger, The Sybil Harrington Director,
Phoenix Art Museum



Sven Birger Sandzen
“Poplars and Mountains”
Oil on Canvas

David Vinckboons
1576-1632
Untitled Landscape
Oil on Wood Panel →





Complimentary self-guided audio tours, introduced in 2008, brought an enlightening dimension to the extensive and diverse collection – and the experience it provides. Through a series of interpretive vignettes available at the push of a button, guests gain new inspiration from many of the resort's signature pieces. A special partnership also provides Phoenixian visitors who participate in the tour with free tickets to Phoenix Art Museum.



Ann Baddeley Keister
"Illusion #9"
 Woven Wool



Jozef Bakos
"Cerillos"
 Oil on Canvas



Louis XVI Commode
 from the Estate of
 Governor John Connally

Allan Houser
"Chiricahua Apache Family"
 Bronze

fun fact The Phoenixian is home to 11 Allan Houser sculptures, one of the most significant collections in the U.S.



A FIVE-STAR RESORT-WITHIN- A-RESORT

The Canyon Suites at The Phoenician received the 2013 Forbes Five-Star Award, making it the only Five-Star/AAA Five Diamond hotel in Arizona. Debuting in spring 2007 as a "resort-within-a-resort," it is recognized for its more private, personalized guest experience, featuring a variety of elite offerings. A \$5.5 million renovation to the former Canyon Building resulted in the new boutique property consisting of 40 suites and 20 rooms, located on the historic site where cosmetics mogul Elizabeth Arden's world-renowned Maine Chance Spa once pampered and preened over movie stars, royalty and socialites. Lorraine Francis of Cadiz Collaboration created an atmosphere of "timeless sophistication and residential-scaled intimacy," incorporating elegant and soothing aqua, sage, and golden tones, dark walnut sculptured furnishings, and custom fabrics.



Canyon Presidential Suite



fun fact Charles Keating had the world-famous Graeter's Ice Cream flown in daily from Cincinnati, Ohio.



Expanding even further upon The Phoenician's high standards, The Canyon Suites was conceived to offer a transcendent experience – taking dedicated service with an exceptional attention to detail to unparalleled heights.

Upon arrival, visitors are greeted by a Canyon Ambassador, who is well versed in their preferences, and ready to meet every need – from making dinner reservations to confirming a tee time. A chauffeur-driven Mercedes provides transportation throughout The Phoenician grounds, or to the nearby shopping districts of Scottsdale. Guests are also invited to attend a complimentary daily wine tasting with one of the resort's knowledgeable sommeliers, or unwind by the exclusive infinity pool, with private cabanas.



Canyon Technology



Hour of Joy daily complimentary wine tasting



Canyon Cabanas

New Canyon Suites offerings are introduced regularly, allowing guests to further customize their luxury experience. Recent amenities include an expanded dog-friendly program featuring a canine room-service menu created and prepared by the resort's award-winning chefs; and hypoallergenic accommodations for those guests with sensitivities.



Canyon Suite



Dog-Friendly Services



Canyon Pool







SPECIAL EVENTS AND CELEBRATIONS

From the outset, The Phoenician was designed as an exciting destination where leisure and business travelers alike could participate in an array of memorable, one-of-a-kind experiences. A sense of playfulness is evident in the resort's original menu of special events, with staff in appropriate costume for themed festivities such as Big Howdy, featuring ropin', dancin', and eatin' Old West style; a Phoenician Marketplace, including peddlers in booths, astrologers, fire-eaters and exotic food and drink; and Oaxacan Nights, a modern incarnation of Mexican heritage complete with art and folklore.



Phoenician Nights



Moonlight Over Monument Valley



Big Howdy



Southwest Gallery

← *The Heart Ball in The Phoenician Grand Ballroom*

fun fact The longest-running charitable event at The Phoenician is Scottsdale Healthcare Foundation's Honor Ball, which has called the resort home for 24 years.

At the turn of the century, The Phoenician's 5-Star Millennium Package sold out in short order. With a premium room view, breakfast champagne, commemorative gifts, and a New Year's Eve Gala Masquerade Reception featuring Beluga caviar, Krug champagne, lobster, and a Dom Perignon toast at midnight, guests rang in the 2000s with Phoenician flair.

While the holidays have always been celebrated in style at The Phoenician, the true scope of its capabilities is seen in the innumerable high-profile bashes it has hosted over the years, from the Fiesta Bowl Invitational to the 5th Annual NAACP Leadership 500 Summit, as well as many others. In 2008, the resort was also selected as the site for the Super Bowl XLII Big Ticket Gala, an over-the-top affair for 1,000 guests hosted by Jay Leno and emceed by Chris Berman of ESPN. Not surprisingly, culinary events have featured heavily in the mix: *Gourmet Magazine's* "America's Top Tables," "British Royalty Meets the Culinary Royalty, a special dinner for the James Beard Foundation" and *Food & Wine's* "Best New Chefs" Reunion Dinner, to name just a few.



Labor Day Festivities



All decked out for the Fourth of July



Tree Lighting

Estrella Theater →







On November 5, 1988, Karen Shields and her husband, David, became the first couple to be married at The Phoenician. The resort combines impeccable service and spectacular cuisine with a diverse selection of stunning indoor and outdoor venues for wedding ceremonies, rehearsal dinners, bridal showers and other pre-wedding festivities – with every last detail handled by our experienced wedding specialists.

← *After visiting The Phoenician from Japan for more than 20 consecutive years with her family, Akina Tanaka dreamed of holding her wedding ceremony at the resort. That dream came true on April 30, 2012.*



One of the most popular venues for destination weddings at The Phoenician is the beautiful Orchid Lawn.

fun fact Since 2000, The Phoenician has hosted nearly 400 weddings.



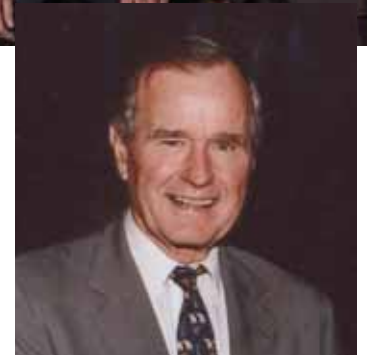
President Barack Obama



President Ronald Reagan



Todd Raessler (Resort Manager) and Mark Vinciguerra (Managing Director) with former Presidents George W. Bush and Bill Clinton.



President George H. W. Bush

The Phoenician has hosted every U.S. president following office beginning with Ronald Reagan. The first sitting president to stay at the resort was the 44th Commander-in-Chief, Barack Obama.

FAMOUS NAMES, FAMOUS DESTINATION

Throughout the years, The Phoenician and The Canyon Suites at The Phoenician have rolled out the red carpet for countless luminaries. From movie/television icons and musical artists, to professional athletes and public dignitaries – all have made Arizona's premier luxury resort their destination of choice.



Michael J. Fox



Jack Nicklaus



Walter Cronkite



Charlie Sheen



Cybill Shepherd



Bill Cosby



Jay Leno



Former British Prime Minister Tony Blair



David Spade

"The Phoenician is this big, gorgeous resort. It's just really pretty, always written up. There are great pools, a great spa, golf. And it's right in the heart of everything. I love that place."

-- David Spade
American Way, 2007

fun fact Music power couple JAY Z and Beyoncé hosted a private party at The Phoenician during the 2009 NBA All-Star Weekend in Phoenix.



Former British Prime Minister Margaret Thatcher



NASCAR Driver Jeff Gordon



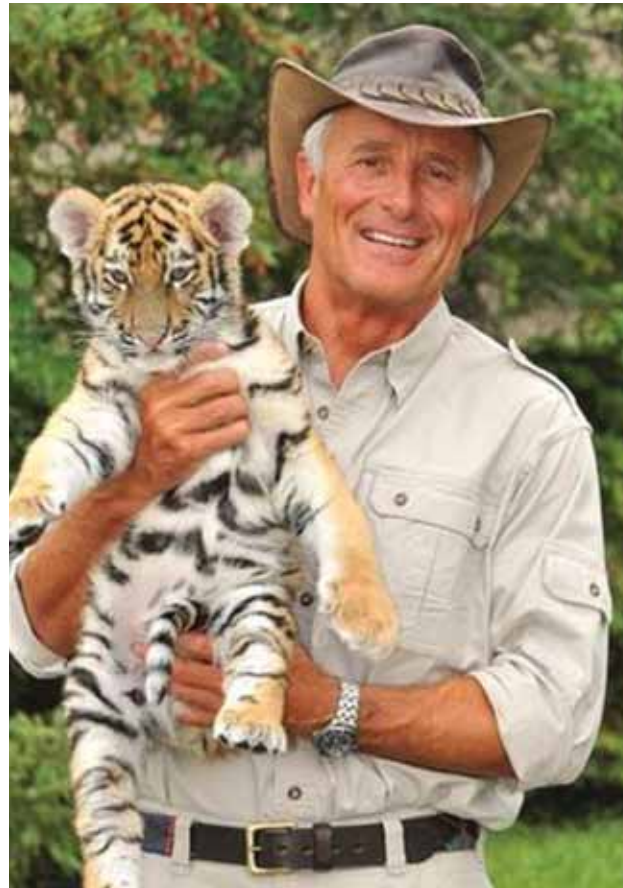
News Anchor Hugh Downs



NASCAR Driver Rusty Wallace



Ted Turner



Animal Expert Jack Hanna

Since its debut, *The Phoenician* has been committed to respecting the privacy of all guests. Resort policy prohibits staff from taking photos of or with celebrity visitors. Those featured here were either provided, purchased, or taken at the guest's wishes.



SUN-SOAKED ACTIVITIES

With nearly 300 days of sun a year, The Phoenician makes the most of its setting nestled at the base of majestic Camelback Mountain. Throughout the 250-acre resort, guests can be found enjoying a wealth of outdoor activities, including biking, hiking, bocce ball, badminton, volleyball, yoga and even a Smartphone photography class.

Indoors, offerings such as Art at The Park, family movies and Cocktail Mixology provide an entertaining alternative to such endeavors. Of course, taking center stage within the wide-ranging recreation program are both the award-winning Tennis Complex and The Phoenician Golf Club.



Koi Fish at Necklace Lake



Glo at the Pho Pool Party

fun fact As part of Starwood's Luxury Collection, The Phoenician was one of three properties selected in 2011 to be featured in the short film, "HERE," a love story that provides a glimpse into the hidden treasures of some of America's favorite destinations.

From the very beginning, the Tennis Complex has been one of the country's top facilities – the largest among resorts in the Southwest. Created by Craig Pautler, tennis director of the Mauna Kea Beach Hotel, its 12 courts included one for automated practice and two with spectator seating. At the time, The Phoenician was the only U.S. resort with the Rebound Ace cushioned surface, the same as that featured at the Australian Open. Formerly known as the Tennis Garden, the complex was renovated in 2002 to today's configuration, sporting the game's four best surfaces: one Wimbledon championship grass court, two Rebound Ace, seven Plexipave, and one Plexicushion Prestige 2000 at center court – one of just 20 in the U.S. and the only one in Arizona.

Since its premiere, the Tennis Complex has provided both guests and local enthusiasts with a wide range of programs for enjoying and improving their games, from Nick Bollettieri's "Tennis in a Can" learning/coaching curriculum, to daily clinics, group/private instruction, junior camps and tennis happy hours.



The Phoenician offers 11 tennis courts on four different playing surfaces.



Center Court





The original layout for The Phoenician Golf Club was created in 1981 by golf course architect Jack Snyder, a pioneer during the 1960s in golf design in Hawaii. By 1991, it was the only course in the Valley operated exclusively for resort guests, seeing 45,000 rounds a year at the time. In 1993, the course underwent a \$3.5 million recontour by Golf Architect Homer Flint, designer of the Mauna Lani Bay Resort. Along with redesigning five of the holes, Flint's imprint included adding water, sand, and more palm trees.

In 1995, The Phoenician's acquisition of the adjacent 106-acre Elizabeth Arden Maine Chance Spa enabled the club to expand its world-class championship offerings beyond the original 18. Golf Architect Ted Robinson, Sr., who designed more than 160 courses during his career, created seven holes on the new grounds west of the property and two on the east side of the main resort building, while redesigning three others.



Tee Box Dining



Canyon Course #5

Couples seeking a truly unique and romantic way to celebrate a special occasion will cherish The Phoenician's "Tee Box Dining" experience, located on the highest point of the Desert Course – Tee Box No. 8. The evening features a multi-course dinner complete with fine china, crystal, linens, candles, a personal waiter, paired wines, a custom menu and select music, creating a dramatic setting for watching the sun set across the Valley.

← Golf Clubhouse

fun fact There are more than 600 palm trees on property.

The full 27 holes – with bent grass greens and tiff/ryegrass fairways, tees, and rough – opened for play on November 1, 1996. Now managed by Troon Golf, the course offers three distinct layouts, each aptly named for their unique profiles. The Desert 9 has three holes featuring dramatic elevation changes, wrapping around Camelback Mountain with spectacular views from the raised tees. The Canyon 9 has a much hillier terrain, with undulating but generous fairways and beautiful vistas, while the Oasis 9 is level, offering a tropical feel accentuated by palm trees, flowers and lakes. With the addition of the Camelback Ballroom in 2010, the No. 9 hole on the Oasis Course was redesigned by Forrest Richardson & Associates. Today it stands as Arizona's only sand-island green.

Off the course, the 27,000-square-foot practice facility – including a driving range, chipping green and oversized putting green – serves as headquarters for The Phoenician Golf Academy. Private, group and clinic instruction offer the latest in video and computer analysis, led by the staff's roster of experienced PGA professionals.



Desert Course #9



Canyon Course #9



Oasis Course #9

Desert Course #1 Fairway →





DIAMONDS & STARS

During the past quarter century, The Phoenician, The Canyon Suites at The Phoenician, and their associates have earned countless accolades and worldwide recognition throughout the travel industry.



RECENT RESORT AWARDS:

Automobile Association of America

The Phoenician

Five Diamond Award, 2014 – 10th consecutive year

The Canyon Suites

Five Diamond Award, 2014 – 7th consecutive year

Forbes Travel (formerly Mobil)

The Phoenician

Four-Star Award, 2013 – 11th consecutive year

The Canyon Suites

Five-Star Award, 2013 – 1st year

Condé Nast Traveler Magazine

Gold List World's Best Places to Stay, 2012 –

8th consecutive year

Reader's Choice Awards-Top U.S. Resorts, 2007-2009; 2012 & 2013

Travel + Leisure Magazine

Top 50 Resorts in the U.S. and Canada, 2010

Top 500 World's Best Hotels, 2013 – 8th consecutive year

U.S. News and World Report

Best Hotels in the USA, 2011, 2012, 2013

Andrew Harper's Hideaway Report

Grand Award – The Canyon Suites, 2013

World Travel Awards

North America's Leading Resort – The Phoenician, 2013

North America's Leading Golf Resort – The Phoenician, 2007

TripAdvisor

Certificate of Excellence – The Canyon Suites, 2013

Certificate of Excellence – The Phoenician, 2013

Global Traveler Magazine

Best Resorts in US and Canada, 2013

Phoenix Business Journal

Best Place to Work (Large Company), 2012

Ranking Arizona

Best of Arizona Business, Resorts/Hotels – 2012, 2013

In 2005, Phoenician Managing Director Mark Vinciguerra was named Arizona Hotel & Lodging Association's *Hotelier of the Year*.



RECENT DINING AWARDS:

Il Terrazzo

Automobile Association of America

Four Diamond Award, 2013 – 6th consecutive year

Wine Spectator, Best of Award of Excellence

The Phoenician, 2013 – 5th consecutive year

J&G Steakhouse

Automobile Association of America

Four Diamond Award, 2014 – 5th consecutive year

Wine Spectator, Award of Excellence, 2011

Wine Spectator, Best of Award of Excellence,

2013 – 2nd consecutive year



RECENT GOLF AWARDS:

Condé Nast Traveler Magazine

Annual Golf Poll, Top 80 Golf Resorts, 2010

Annual Golf Poll, Top 125 Golf Resorts, 2011, 2012

Golf Digest Magazine

Top 75 Golf Resorts in North America, 2011

Golf Magazine

Best Places to Stay and Play, 2012

Meetings & Conventions Magazine

Gold Tee Award, 1991-2013



RECENT AWARDS FOR THE CENTRE FOR WELL-BEING (SPA):

Condé Nast Traveler Magazine

Top 100 U.S. Resort Spas – 2012, 2013

Forbes Travel (formerly Mobil)

Top Spas – Four Stars, 2013 – 8th consecutive year

RECENT TENNIS AWARDS:

Tennis Magazine

50 Greatest Tennis Resorts in U.S., 2010, 2012

RECENT MEETING AWARDS:

Travel + Leisure Magazine

World's Best Business Hotels, 2011

Meetings & Conventions Magazine

Gold Platter Award, 2009, 2010

Gold Key Award, 1989-2013 (Hall of Fame Inductee)

Smart Meetings Magazine

Smart Star, 2013

Platinum Choice Award, 2010, 2011

Meetings Focus Magazine

Best in the West Award, 2009-2013

ASSOCIATES:

Team USA, World Pastry Cup

Roy Pell, Executive Pastry Chef, 2009, 2013

Arizona Lodging & Tourism Association (formerly Arizona Hotel & Lodging Association)

Food & Beverage Employee of the Year -

II Terrazzo Server, Christine Lam, 2012

Guest Service Employee of the Year -

Concierge Supervisor, Michelle Caldwell, 2009

Hotelier of the Year - Managing Director,

Mark Vinciguerra, 2005

Valley of the Sun Concierge Network

Concierge of the Year - Chief Concierge,

Michelle Caldwell, 2010





THE CENTRE FOR WELL-BEING

THE GUEST EXPERIENCE

If any phrase could summarize The Phoenician's legendary amenities, it would be: "Reaching beyond expectation to deliver the exceptional." Through a variety of premier offerings, the resort is designed to provide each and every guest with a memorable and personalized destination experience.

Introducing the first major spa in the Valley of the Sun, The Centre for Well-Being quickly became known as a leader in mind-body-soul-therapies. After just a few years in operation, demand led The Phoenician to expand the facility from the original 13,000 square feet to 22,000 square feet in 1992. With 24 treatment rooms, a private consultation room, fitness classes, weight training and cardiovascular studios, a Waters Bar, a full-service salon and a distinctive Meditation Atrium, the Forbes Four-Star Centre for Well-Being is a sanctuary for rebirth, rejuvenation and renewal.



Spa Meditation Atrium



Massage Treatment



Grand Deluxe Guestroom

Standard Amenities

- Guestrooms averaging 600 square feet, with private balconies or patios
- Luxurious oversized bathrooms with Italian marble; Roman oval bathtubs and separate showers
- Bathroom amenities including robes, make-up mirrors, scales, hair dryers and the finest customized toiletries
- In-room mini-bars
- In-room high-speed wired and wireless Internet access
- Wall safe
- High definition 42-inch flat-screen television with stereo sound
- 24-hour room service
- Laundry and valet service
- Keurig coffee maker
- Express check-out accessed from television screen
- Nightly turndown service
- iHome Speaker Dock with Clock Radio for iPod/iPhone

fun fact Christina Drozda, who created and leads The Centre for Well-Being's Circle of Intuitive Guides program, received a 2000 Grammy Award nomination for Best Spoken Word with her recording, "Journey into the Land of Meditation."

A collection of thoughtfully and professionally crafted services include the signature Desert Serenity Scrub, Wrap and Massage; Oxygen Infusion Facials and Cupping Therapy Massage. Unique to The Centre for Well-Being is its Circle of Intuitive Guides, which features spiritual exploration through Tarot Card readings; Astrology and Hypnotherapy.

The spa's fitness center, which is open 24 hours a day for guests, was recently enhanced with all new equipment. If a view of majestic Camelback Mountain is not inspiring enough, cardio enthusiasts can enjoy many types of scenery on the Matrix with Virtual Active, a complete audio and visual experience.

No amenity better exemplifies The Phoenician than the opulence of the terraced Oasis Pool Complex. The facility includes a 165-foot water slide, a children's wading area and eight pools -- the largest of which is made of iridescent mother-of-pearl tile. For perhaps the quintessential Phoenician experience, the iconic yellow poolside cabanas feature all the creature comforts a guest could want, from ceiling fans and lounge chairs to Internet access, fresh fruit, and bottled water. Encircling the south side of the pool complex is Necklace Lake, home to hundreds of Koi fish, ducks and a resident turtle, all of whom enjoy being fed each morning by Phoenician guests.



The Phoenician Pools



Fitness Center

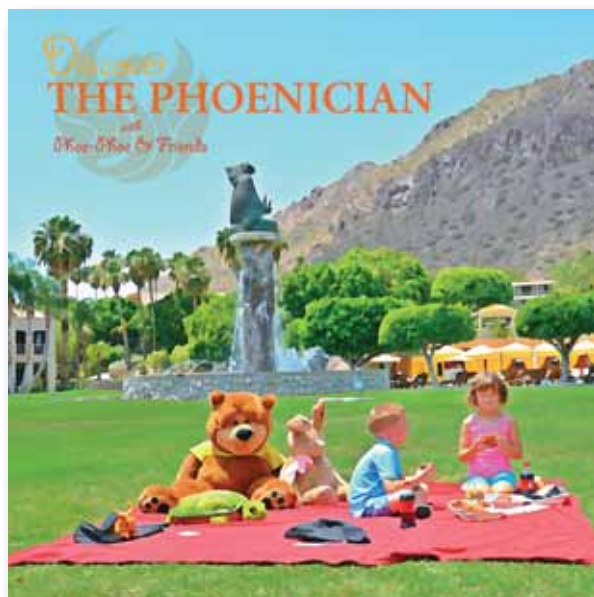


Mother of Pearl Pool →





Engaging the youngsters in diverse adventures is the aim of the Funicians Club. The recently expanded program designed for children ages 5-12 features crafts, games, a kid-friendly digital technology center and many indigenous activities highlighting Arizona's unique history and culture. A complimentary "Bunny Hoppy Hour," held daily from 4-5 p.m., allows guests to meet the expert staff, take a tour and receive a special keepsake as a gift.



The resort's first-ever children's book, "Discover The Phoenician with Phoe-Phoe & Friends," follows the adventures of a brother and sister as they visit the property for the first time.



Funicians Club Computer and Video Room



← Holidays at The Phoenician

fun fact Each year, The Phoenician's pastry team designs one of the largest gingerbread houses in Arizona for display in the main lobby. The holiday confectionary creation includes approximately 100 pounds of sugar, 75 pounds of butter and 15 pounds of assorted candy.



THE PHOENICIAN'S FUTURE

Opening its doors on October 1, 1988, The Phoenician began quite simply as most successful endeavors – rising from an extraordinary vision, and nurtured by incisive innovation. As a member of Starwood Hotels & Resorts' Luxury Collection, The Phoenician of today holds true to these aspirations, embracing a unique and authentic commitment to the guest experience.

Capturing the moment, as well as the imagination, The Phoenician serves as a personal, expert guide, providing indigenous, enriching experiences that evoke lasting, cherished memories for multi-generations. The foundation to this role is found in the distinct character of the resort itself – an iconic combination of the legendary and the contemporary -- and its spectacular setting, nestled at the base of beautiful Camelback Mountain. Complementing it all is the steadfast dedication of Phoenician ambassadors to their guests, ensuring each visitor feels connected to our AAA Five Diamond destination. Through GPS (Global Personalization at Starwood), tailored and treasured stays are created, resulting in a better way to experience the world.

From the warm surroundings of our casita and main building accommodations to the intimacy of both our Five-Star, Five-Diamond boutique hotel and Phoenician Residences; Arizona's premier resort destination offers a stylish elegance as diverse as it is inspired.

Today, our journey continues, and so, too, does our pledge to you – our valued patrons and partners. We look forward to bringing you the essential, personalized luxury guest experience for another 25 years... and beyond.

Sincerely,
Mark Vinciguerra
Managing Director, The Phoenician



Mark Vinciguerra

The Suite Life

Undergoing a more than \$4 million redesign in late 2011, The Phoenician's 25 suites incorporate a traditional-transitional elegance that makes a classic, but bolder, statement. A more playful use of textures and colors is employed, with special attention given to the layering of both to complement the spaciousness of each area. Cool and warm tones, such as navy blue and citron yellow, are intermixed to exude a sharp sophistication.



Master Bedroom



Television mirrors have been installed in the suites' bathrooms, offering dual functionality while maximizing both space and quality.

Executive Suite Living Room →





Phoenician Fun

The Phoenician continues to expand its family-friendly offerings with the launch of the new SURGE Splash Pad in early 2014.



While children enjoy discovering a variety of new aquatic experiences, adults can indulge in the relaxing spa.



Both active and leisurely pursuits are incorporated into the venue's design.

← *Functioning as an interactive spray-ground, this high-tech attraction combines music, lighting and other special features.*



PHOENICIAN RECIPES TO INSPIRE

Tableside Guacamole

From the Former Windows on the Green

Serves 2

Combine first eight ingredients below in a small to medium mixing bowl and toss until well incorporated.

2 Each Diced Avocados
3 Tablespoons Diced Roma Tomatoes
2 Tablespoons Diced Red Onions
1 Tablespoon Diced Jalapeños
1/2 Tablespoon Minced Garlic
1 Tablespoon Chopped Cilantro
1/2 Tablespoon of Southwest Seasoning
Salt & Pepper to taste
Basket Fresh Tortilla Chips

Insert two tortilla chips into guacamole as a garnish.
Serve with corn tortilla chips. Enjoy!

Southwest Seasoning Recipe

1/4 Cup Black Pepper, Ground
1/4 Cup Cayenne Pepper, Ground
1/2 Cup Chile Pepper, Ground
1/4 Cup Cumin, Ground
1/4 Cup Garlic, Granulated
1/4 Cup Kosher Salt
1/4 Cup Onion, Granulated
1/2 Cup Paprika
1/2 Cup Chile Powder
1/2 Cup Ancho Powder

Combine all the ingredients above in a small to medium mixing bowl and toss until well incorporated. Ready to use.

Western Cowboy Burger

From Relish Burger Bistro

Serves 4

The authentic taste of the Southwest comes through in this hamburger, sure to please the heartiest of appetites.

2 Pounds Ground Chuck (80 percent lean)
Kosher Salt and Fresh Ground Black Pepper
1 1/2 Tablespoons Canola Oil
4 Slices Sharp Cheddar Cheese
4 Challah Burger Buns
Lettuce, Sliced Tomatoes and Sliced Onion
1 Jalapeño, finely sliced
8 Strips of Crisp Bacon
8 Battered and Fried Onion Rings

1. Divide meat into 4 equal portions. Form each portion loosely into a 3/4" thick burger and make a deep depression in center with thumb. Season both sides of each burger with salt and pepper. Heat gas grill to high, or heat coals in a charcoal grill. Brush the burgers with oil. Grill burgers until desired doneness and slightly charred on both sides. Top burgers with cheese during last minute of cooking.

2. Assemble burger with lettuce, tomato & sliced onion on bottom bun. Top with burger and add sliced jalapeño, bacon strips and fried onion rings. Drizzle with steak sauce and top with bun.

Steak Sauce

6 Ounces Ketchup
2 Ounces Horseradish
3 Ounces Chipotle Purée
1 Ounce Dijon Mustard
16 Ounces Worcestershire Sauce
4 Ounces Brown Sugar
2 Ounces Honey
2 Ounces Soy Sauce

Combine ingredients in large bowl and whisk until sugar is fully incorporated. Cover and store until ready to use.



Lobster Cassoulet

From the Former Mary Elaine's

Serves 4

Try this favorite next time you're ready to impress your dinner guests; a lighter version of the traditional winter stew.

3 Yellow Onions
3 Carrots
5 Garlic Cloves
2 Celery Stalks
1 Bouquet Garni*
1 Pig's Foot
2 Cups Cocoa Beans (soaked overnight)
1 Pound Cured Pork Belly
1 Tablespoon Tomato Paste
3 Roma Tomatoes
1 1/2 Quarts Lobster Stock (Chicken Stock may be substituted)
4 each (1 1/4 - 1 1/2 Pounds) Maine Lobsters
1/2 Cup Panko Bread Crumbs
1/2 Pound Fried Basil Leaves
1 Teaspoon Fresh Thyme Leaves
1 Pound Unsalted Butter

* Parsley stems, thyme leaves & black peppercorns tied in cheesecloth square.

1. Chop 2 onions, 2 carrots and 3 garlic cloves.
2. Add onions, carrots, celery, garlic, bouquet garni, pig's foot, cocoa beans and cured pork belly to large pot and cover with water. Simmer uncovered for 45-75 minutes until beans are tender. Remove from burner and let cool.
3. Remove pig's foot, discarding bones, dice meat and skin to bite size. Cut pork belly into 1/4" pieces. Discard onions, carrots, celery, garlic, bouquet garni, and liquid, reserving beans.
4. Slice remaining onion and carrot and sauté with butter in large pan until tender, but with no color change.
5. Add tomato paste and 1 crushed garlic and cook for another 3-4 minutes.
6. Add chopped roma tomatoes, diced pork, drained beans and lobster stock. Cover and simmer for 30 minutes.

7. In another large pot, simmer lobsters in seasoned boiling water for 10 minutes. Remove and cut lobsters in half, removing meat from tail and claws. Set aside.

8. Combine bread crumbs, 1 minced garlic and fried basil leaves in food processor and pulse until bread crumbs and basil are incorporated. Mixture should be bright green.

9. Mix thyme leaves into bean/pork stew. Place in a heat-resistant serving bowl, top with half a lobster and sprinkle basil bread crumbs. Drizzle with melted butter and place under broiler until bread crumbs start to toast. Serve immediately.





Mexican Wedding Cookies

From The Phoenician Pastry Team

Makes 36 Cookies

A playful and delicious dusting of powdered sugar coats these southwestern treats.

3 Sticks of Butter

3/4 Cup Confectioner's Sugar

1 Teaspoon Vanilla

3 Ounces Pecan Pieces, ground

1 5/8 Cups All-Purpose Flour

1 Teaspoon Salt

1. Preheat oven to 350°F. In mixer, using paddle attachment, cream butter, sugar and vanilla. Add ground pecans, flour and salt. Mix just until incorporated.

2. Roll into 36 small balls. Place 2 inches apart on greased baking pan. Bake 12 minutes until slight coloring around edge. Allow to cool; toss in additional powdered sugar to completely cover.



Roy Pell, executive pastry chef, was a member of Team USA for the 2009 and 2013 Coupe du Monde de la Pâtisserie, also known as the World Pastry Cup, in Lyon, France.

fun fact A holiday favorite, *The Phoenician's* chocolate cherry sourdough bread was described by the *Phoenix New Times* in 2009 as “a one-pound marvel that has a cult following.”

The Phoenician's Prickly Pear Margarita

May be served frozen or on the rocks; with or without salt on the rim.

2 Ounces Herradura Añejo Tequila

1/2 Ounce Cointreau

1 Ounce Prickly Pear Syrup or Puree

To The Top Sweetened Lemon and Lime Juices

(Sweet and Sour Mix)

Lime Garnish

1. In martini shaker filled with ice, add Tequila, Cointreau, Prickly Pear Syrup or Puree, and sweetened lemon and lime juices to fill.

2. Shake until fully mixed and chilled, and pour into glass. Garnish with lime slice.



Phoenician Iced Tea

Offering a flavorful twist on traditional iced tea, this beverage is refreshing any time of year.

9 1/2 Cups Brewed Tea

6 Ounces of Cactus Candy Prickly Pear Syrup

5 3/4 Cups of Lemonade

1. Combine ingredients into a gallon-size pitcher.
2. Stir well and serve over ice.
3. Garnish with a lemon wedge and enjoy.





THE BUSINESS OF MEETINGS

At The Phoenician's grand opening, it was evident that this new luxury resort was also to become a premier location for business. The original layout included 23 meeting rooms, a Grand Ballroom providing more than 22,000 square feet of space, and a boardroom with a 16-foot polished granite-top table, leather high-back chairs, and antique oriental rugs. Also incorporated into the resort's initial meeting offerings was the 5,822-square-foot Estrella Theater multimedia center. Built at a cost of \$20 million, it remains on the leading edge of technology and acoustics – hosting up to 600 attendees while featuring an adaptable design. With built-in front and rear projection booths and screens, along with a full-range concert sound system, this facility serves as a special setting for any corporate meeting.



Cactus Wren Boardroom

← Grand Ballroom Foyer



Estrella Theater

fun fact The Phoenician's P.E.O.P.L.E. (Pride. Engaging. Outreach. Purpose. Luxury. Exceptional.) Committee coordinates charitable campaigns in which associates can participate, from providing bottled water during the hot summer months for a local shelter, to blood drives.

In 2010, an extensive capitalization project was completed, resulting in the debut of the Valley's most contemporary, state-of-the-art structure for group business and social functions: the Camelback Ballroom. The \$40 million architectural showpiece includes 15,000 square feet of conference/event space with high clerestory windows that look directly onto Camelback Mountain. Multiple registration areas, a separate valet entrance, and an outdoor plaza for breaks and receptions add to its flexibility.

Two years later, more than \$6 million in renovations were made to the Grand Ballroom, foyer and adjacent meeting rooms. Today, a seamless, modern look defines The Phoenician's corporate and event space, offering more than 160,000 square feet of total indoor/outdoor functionality.



Camelback Ballroom - Registration



Camelback Ballroom

The Camelback Ballroom can be subdivided into seven separate function areas. ➔



THE PHOENICIAN
A LUXURY COLLECTION RESORT

Scottsdale



Over the years and throughout the property, The Phoenician has kept pace with the newest and best-performing business technologies available, from the 2007 addition of The Canyon Suites' Red Rock Boardroom – with its SMART board software, data and video routing systems, plasma screen displays and dedicated Event Technology Butler – to upgraded wireless Internet access and digital meeting signage in 2012.

Behind the scenes, The Phoenician's legendary attention to detail ensures extraordinary group experiences. The resort's award-winning culinary team can design customized menus to dazzle parties of any size, while an in-house destination services company offers one-stop shopping when arranging everything from attendees' travel to their entertainment and more throughout the state of Arizona.



Canyon Suites Red Rock Boardroom

Audio Visual Services

The Phoenician is able to accommodate everything from basic speaker support to the most sophisticated show or concert production with its expert PSAV in-house staff and extensive equipment inventory:

- Complete A/V equipment rental services
- Full-service technical support
- Comprehensive production management and design services
- T-1 level high-speed Internet access available to all meeting spaces
- High-speed video conferencing and satellite up/down link capabilities
- Video production and editing (candid, modules, documentation, promotional)
- Complete video and data projection capabilities
- More than 180 rated ceiling attachment hang points throughout the Grand and Camelback Ballrooms
- Theater-style production center in the Estrella Theater, providing more efficient use of conference space
- Built-in and portable theatrical lighting systems

← East Lawn Event

fun fact The resort's sustainability efforts include the Make a Green Choice (MAGC) program, where guests may opt-out of daily housekeeping service; to the Clean the World campaign, in which partially used soap/shampoo amenities are treated and recycled for distribution to those in need.

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This book was created in honor of the thousands of associates, guests, clients, vendors, media and partners who have graced the resort grounds in its first 25 years. Thank you for making The Phoenician one of the world's most renowned luxury destinations.

The Phoenician and The Canyon Suites at The Phoenician are owned and operated by Starwood as part of The Luxury Collection.







THE PHOENICIAN RISING






THE LUXURY COLLECTION
Hotels & Resorts

Since 1988, The Phoenician has reached beyond expectation to deliver the exceptional. In addition to a diverse collection of signature activities, specialized programs and delectable cuisine within the AAA Five Diamond resort, guests enjoy the convenience of being in close proximity to vibrant downtown Scottsdale and surrounding communities such as Phoenix, Tempe, and Mesa. From the annual Scottsdale Fashion Week to the weekly Scottsdale ArtWalk, from hiking, horseback riding and hot-air ballooning to theater, sporting events and culinary festivals, a visit to The Phoenician promises a wealth of extraordinary and memorable experiences for leisure and business travelers alike.



THE PHOENICIAN
A LUXURY COLLECTION RESORT

Scottsdale



The Canyon Suites at The Phoenician represents a new era in contemporary, tailored luxury. Tucked into the peaceful hills of Camelback Mountain, the exclusive boutique hotel is one of the newest North American members of Starwood's Luxury Collection. Its 40 suites and 20 guestrooms, magnificent lobby, state-of-the-art meeting rooms, and private pool with cabanas are accented by the finest furnishings and marble, beautiful artwork, and thoughtful accoutrements. Demonstrating an unparalleled commitment to the personalized guest experience since 2007, The Canyon Suites brings a casual, intimate sophistication to the Scottsdale/Phoenix area.



THE CANYON SUITES
AT THE PHOENICIAN
A LUXURY COLLECTION RESORT

Scottsdale