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Desert Essential

Starwood debuts a residence club at the Phoenician in Scottsdale **BY KIM FREDERICKS**

Starwood's first luxury fractionals will be comprised of seven new structures at the Phoenician. Below and right: Interiors feature warm desert colors and local artwork.

Skiing in Aspen, shopping on New York's Fifth Avenue and now golf at one of Scottsdale's most sought-after resorts serves as ammunition to lure potential buyers to Starwood's fractional ownership program. When the residence club at the Phoenician Resort opens its initial phase in January 2008, it will become the first location associated with the hotel company's Luxury Collection brand.

The project will include seven two- and three-bedroom residences ranging in size from 1,400 to 2,400 square feet and priced from \$200,000 to \$300,000, which grants three weeks of usage. Each unit has its own private pool and is furnished in a palette of warm desert colors with wood floors and local artwork. Residents receive the same amenities as hotel guests, which includes twice-daily housekeeping, 24-hour room and concierge service, as well as a seamstress to help with fashion

emergencies. While in reach of the golf course, restaurant and spa, the residences are free-standing as opposed to located inside the hotel, offering more privacy.

Membership includes two fixed weeks during the peak season, plus one floating week during the summer. Members also have the option of trading their time at other residence club locations, which will soon include Punta Mita and Bal Harbour, or for Starwood Preferred Guest Starpoints, which can buy vacations at the 850 participating Starwood hotels and resorts throughout the world. "If they give up seven days, they receive enough points to go and stay at another hotel for that amount of time," says Matt Avril, presi-

dent of real estate operations for Starwood Hotels and Resorts.

While exotic locales such as Bora Bora and Beijing are enticing, the 250-acre Phoenician has plenty of activities to keep residents entertained. Golfers have three nine-hole courses while tennis aficionados can choose from 12 courts, including a selection that mimics the surfaces found at Wimbledon, the U.S. Open and the Australian Open tournaments. Nine swimming pools, guided hikes up the iconic red rocks of Camelback Mountain, self-guided tours through a two-acre garden that pays homage to more than 300 species of cacti, lawn bowling, croquet and billiards are also available.

The 22,000-square-foot Centre for Well-Being delivers services that range from private Pilates training to caviar facials to meditation sessions intended to improve one's golf game. And when exhaustion gives way to hunger, the hotel offers eight restaurants serving up a range of cuisine, including the modern French fare at Mary Elaine's, a Triple-A five-diamond-rated showcase that boasts a 45,000-bottle wine cellar.

The Phoenician Residences

888.830.5012, www.thephoenician.com

