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Spas are Hot in Sedona

Incentive winners are in for an indulgent surprise in Sedona, as small luxury resorts are adding spas to their amenities slate.

"We're positioning ourselves as an alternative to recognized names," said Ed Conway, general manager of Sedona Rouge Hotel & Spa. The North African-themed resort, just a year old, is using its full-service spa to court the incentive market.

The spa has eight treatment rooms and is set apart from the main hotel. It has indoor and outdoor whirlpools and showers and provides seasonally themed treatments.

At 77 rooms, Sedona Rouge is small enough for complete buyouts. The property aims to boost its group business from 10 to 25 percent. It has 2,700 square feet of meeting and event space, including a 2,000-square-foot conference room.

Competitor L'Auberge de Sedona has long offered spa treatments in guestrooms. Now the resort, with a 21-room lodge and 31 private cottages, is adding two spa cabanas and a four-room spa. "We can set the cabanas up anywhere on property. That's a feature planners love," said sales

and marketing director Bill Allison.

L'Auberge has five meeting rooms totaling 4,730 square feet, plus flexible outdoor space for up to 250 attendees.

Amara Creekside Resort, a 100-room property with 24 suites, opens its 4,000-square-foot, six-room spa in early December. It will be the only Arizona spa with Elemis products and treatments. "Elemis sends trainers from London to teach special techniques," noted spa director Melissa Siet.

Amara can serve groups from 10 to 300 guests with its 11,000 square feet of meeting space, which includes a 24-attendee boardroom and a courtyard for 200. ■

— Fred Gebhart