

DESERT SPRINGS JW MARRIOTT RESORT & SPA UNDERGOES RENOVATION ENHANCING LOBBY, DINING AND SPA

*Epicenter of Palm Desert
transformed into hub of activity*



Palm Desert, CA (March, 2007) Desert Springs JW Marriott Resort & Spa—already a luxurious oasis in one of the world’s premier desert destinations—recently broke ground on a \$30 million renovation that transformed the property’s public areas into a stylish haven for socializing, fine dining, and relaxation. The makeover, has brought a new energy to the property while preserving its striking views and enhancing signature elements like its popular gondola rides.

One signature element that was preserved is the dramatic approach framed by rows of palm trees; when they reach the end of the drive, guests are welcomed to the 884-room resort by an impressive new *porte-cochere* featuring dramatic water features that spill into reflecting pools of Italian mosaic glass tile. The water features are framed by grand stone columns topped by a Brazilian teak wood ceiling. An impressive art sculpture at the entrance, creates a stunning visual contrast and hinting at the striking features waiting inside.

Desert Springs’ refurbished atrium lobby, measuring nearly 30,000 square feet, serves as an epicenter of activity for guests and locals alike—with several new elements that tied together contemporary design by Creative Resource Associates (one of *Lodging Hospitality’s* Design Stars) and ever-present views of the surrounding landscape. Floors of random quartzite dotted by planters and oversized candles. In the center of the lobby, a 60-foot bar marked by a glass mosaic water wall in muted reds and browns. Behind the bar, water flows over another wall made of textured glass. A makeover of Desert Springs’ on-site Starbucks was also completed in 2006; with a picturesque outdoor seating, it is now the brand’s largest location in the valley at 2,000 square feet.

Guest registration, complete with art-glass backdrops and wood columns, line the lobby’s side wall, keeping the rest of the area open for lounging



and socializing. A new concierge desk located to the side of the main entryway, along with a bell desk and VIP check-in.

The popular network of Venetian-inspired waterways remain at the end of the lobby, but the dock area tripled in size, allowing for two gondolas to dock at once. Guests are able to board the boats for transportation around the property or for tours of Desert Springs' verdant fairways and lush gardens under the calls of exotic birds.

The breathtaking effect of these elements under one soaring roof—lined by open-air hallways leading to the resort's rooms—reconfiguring the space as a grand meeting hall for modern travelers. Lighting provided by beautiful hanging lanterns and scones in all hallways.

A complete renovation of the Spa at Desert Springs, slated for completion in the summer of 2007, will introduce decadent suites with private showers, fireplaces, and outdoor whirlpools for the utmost in personal luxury. All 47 treatment rooms will feature the latest in spa technology, while the highly skilled and trained technicians will focus on indigenous healing treatments. The 38,000 square-foot spa will also include new courtyards and numerous other ways for couples and groups to spa together—including a co-ed relaxation lounge, a deluxe couple's suite, a luxurious VIP spa suite staffed by a personal spa butler, and multi-purpose treatment rooms with private relaxation lounges. These indoor/outdoor spaces will serve as sanctuaries for bridal parties, girls' getaways, and romantic relaxation.

Beyond the newly designed entrance that will immediately put guests into relaxation mode with water features and meandering walkways, the Spa's dressing area will include a dry sauna, wet steam room, and aromatic hamman steam chamber. The on-site fitness center will offer innovative strength and cardio equipment along with a yoga studio overlooking the golf course's stunning 17th green, while the new Spa Bistro will deliver healthy, delicious fare from its perch overlooking the pool and mountain vistas. A full spa retail shop and separate hair, manicure, and pedicure salons will complete the Spa experience.

The Desert Springs, JW Marriott Resort & Spa, located in the heart of California's Coachella Valley and framed by three majestic mountain ranges, is a sprawling oasis offering a remarkable contrast to the stark beauty of the desert. The four-star, four-diamond property opened in February 1987 and is one of the largest resort and convention complexes in the southwestern United States. The resort's 884 guest rooms and suites are located in wings surrounding swimming pools, lakes, verdant fairways, lush English gardens, and manicured lawns. Guest rooms are spacious and include separate tubs and showers, CD players, and private balconies. Recreation facilities include two Ted Robinson championship golf courses, an 18-hole putting course, 20 tennis courts, basketball courts, lawn croquet, and biking.