

DESERT SPRINGS RESORT DEBUTS LUXURIOUS NEW SPA 38,000 square-foot facility features organic café, decadent suites, indigenous treatments, "spa within a spa"

PALM DESERT, CALIFORNIA – July 19, 2007 – Desert Springs JW Marriott today opens the doors on the new Spa Desert Springs. The expansive facility signals a new era of luxury for the four-diamond resort, with everything from a VIP suite with a private entrance to changing areas with Turkish hammams and digitally programmable desert rain showers.

Spa Together

The 38,000 square-foot spa fully embraces the "spa together" concept, providing numerous ways for couples and groups of varying sizes to enjoy the spa experience. A 600 square-foot private suite, called the Spa Sanctuary, was designed to cater to VIPs and Hollywood elite. Staffed by a personal butler, the Sanctuary has a private entrance, a two-person hydrotherapy tub in the walled-in private courtyard and another tub indoors. Sanctuary guests will also enjoy their own changing room, vanity area, digitally programmable shower and living area with a fireplace and high-definition TV. A separate Revive Suite is designed for couples and includes private treatment areas and a hydrotherapy tub for two. Additionally, groups—such as casual business functions or bachelorette parties—can book the "spa within the spa:" a private suite with its own lounge, treatment rooms and shower areas, giving parties the feeling of utter privacy and comfort.

California-inspired luxury

Visitors to Spa Desert Springs will feel an immediate sense of place thanks to the new building's California casual design that utilizes Split-Face Limestone and Brazilian Ipe wood throughout. Upon entering, guests are welcomed by a ten foot custom waterfall directly across from check-in. Just beyond, the Spa's relaxation areas rival the level of luxury found in the private suites. Both the men's and women's areas include a Turkish hammam: a spacious steam chamber infused with essential oils and set at 105 degrees for a longer relaxation period than in a traditional steam room. Relaxation areas will also include steam chambers, large soaking whirlpools and window-wrapped saunas overlooking the resort's Ted Robinson-designed golf course. Guests can also take advantage of a new offering from Kohler: digitally programmable Desert Rain Showers with five heads, allowing guests to fully choreograph their shower experience. Men can enjoy a 50-inch flat-screen TV, and couples can choose to relax together in the coed lounge.

The Spa was designed by noted firm Wimberly, Allison, Tong & Goo (WATG), which has helmed projects at hotels across the world, including Atlantis Paradise Island, Venetian Las Vegas and Ritz-Carlton Laguna Niguel. The firm is known for its policy of respecting the unique environment of each location.

Global techniques; local ingredients

While the Spa pampers with a variety of techniques, special consideration has been given to the healing ingredients and customs of the surrounding Sonoran Desert. Locally harvested citrus and dates, two mainstays of California agriculture, are employed in the Citrus Sugar Scrub and Date Scrub. The Spa's signature body therapy, the Desert Journey, is inspired by the scents of the desert in bloom. It begins with the application of a creamy emulsion made of orange, tangerine and mandarin-scented body butter combined with a light brown sugar scrub. The therapist uses Swedish and gentle rocking techniques to calm the body, then applies hot basalt stones to the chakras and meridians. During the treatment, the therapist provides a paraffin foot treatment; a scalp, neck and shoulder massage; and reflexology to the hands and feet.

Several hydrating treatments soothe desert-ravaged skin, including a Dermal Quench Facial, a California Sun-Kissed Wrap incorporating cactus flower extract and a Healing Aloe Wrap. The Desert Antioxidant Facial makes use of nutrient-rich local flowers for exfoliation and firming, while the Desert Stone Facial utilizes mineral-rich spring water and warm stones. Specially designed ampoules containing highly concentrated amounts of vitamins or moisture can be added to any facial.

The Spa also draws upon ancient healing traditions, including the European custom of using mud as a detoxifier in the Moor Mud Ritual. Ayurvedic customs are implemented in the Shirodhara (warm oil) and Bindi (full-body mask with crushed herbs) treatments.

Other specialty items include an express menu of 25-minute treatments: a Refresher Facial; a Back, Neck, and Shoulder Massage; and a BlackBerry massage. The Men's Menu includes a Eucalyptus Scrub with Turkish sea salt; a Gentleman's Facial and CryoTherapy Sports Massage.

Nutrition, fitness, beauty

The Spa's full complement of fitness facilities includes a heated outdoor lap pool, cardio and strength-training equipment, a yoga studio overlooking the golf course's stunning 17th green and personalized fitness and nutritional counseling.

The Salon at the Spa pampers hands and feet with private manicure/pedicure thrones. The Salon's resident artists offer a full complement of hair styling and coloring. The new spa shop carries the Spa's exclusive skincare and beauty lines, including Kerstin Florian and Phytomer, as well as self-guided aromatherapy kits designed for use in the hammam. The Spa Bistro completes the facility's mind/body approach to wellness with certified organic foods, healthful smoothies and free-range meats and poultry.

Spa Desert Springs is the part of a \$35 million, year-long renovation that previously introduced a refurbished lobby with a new lobby bar and sushi bar. In November 2007, the renovation will conclude with the installation of a 37-inch HDTV in each guest room.

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-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.

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