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New hotel brand Saguaro opens in Scottsdale, heads to Palm Springs



The Saguaro Hotel opened this month in Scottsdale, Ariz. (Saguaro Hotel)

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The newest thing in the desert might be the Saguaro, a hotel brand based on -- what else? -- the colors and casual style of the Southwest. One opened this month in Scottsdale, Ariz., and a second is to open in Palm Springs in February as a redo of the former Holiday Inn at Sunrise Way and East Palm Canyon Drive.

The concept was developed by Sydell Group, the creative force behind the distinctive and quirky Ace hotels in Palm Springs and New York City. Boutique hotel operator Joie de Vivre has been tapped to manage the new brand.

So what does this new translation of the desert look like in a hotel motif? Forget cool beiges and browns; the Saguaro Hotel in Scottsdale takes its cue from bright yellows, oranges and pinks derived from the flowers that bloom there.

The deal: The Saguaro's Centennial Package in honor of Arizona's 100th year of statehood in 2012 offers a great excuse to check out the new brand. The offer is \$100 a night (based on availability) for 100 rooms per week for 100 days. Use the code "PROPEN" to book this deal by phone or online.

<http://www.latimes.com/travel/deals/la-trb-saguaro-20111128,0,4308066.story>

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When: The offer is good through March 1.

Tested: I checked online for a weekend stay Dec. 9 and 10 and found availability for a Stetson room that comes with a king-sized bed or two double beds for \$100 a night -- a savings of \$59 a night (prices exclude tax).

Contact: [The Saguaro](#), 4000 N. Drinkwater Blvd., Scottsdale; (480) 308-1100