

FOR THE EXCLUSIVE USE OF LNEWMAN@SYDELLGROUP.COM

From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/blog/business/2016/07/saguaro-scottsdale-hotel-renovating-event-space.html>

## Saguaro Scottsdale Hotel renovating event space, guest rooms (SLIDESHOW)

Jul 21, 2016, 11:02am MST

The Saguaro Scottsdale Hotel in Old Town Scottsdale is undergoing renovations for its event space as well as its guest rooms, set to be finished in October.

Hotel representatives declined to disclose the cost of renovations to the hotel at 4000 N. Drinkwater Blvd.

The renovations will bring the event and meeting space to more than 12,000 square feet of indoor and outdoor space with the addition of the Agave Ballroom and Patio, a 5,285-square-foot event complex with a wraparound patio with fireplaces, fire pits and multiple outdoor dining and entertaining spaces at the foot of Civic Center Park. Representatives are boasting it as the largest hotel event space in Old Town Scottsdale.

“With the addition of the Agave Ballroom and Patio, we now have all the requisites to be event central,” said Dennis Park, director of sales and marketing, in a statement. “We can accommodate social functions and corporate meetings of all sizes, from a reception for up to 500 people overlooking Scottsdale’s scenic art destination, Civic



PROVIDED BY SAGUARO SCOTTSDALE

Center Park, to a conference for 200 that includes separate dining and cocktail spaces, plus an office or boardroom. Guests will also be able to host intimate dinner celebrations with friends next to the fireplace on our Agave Patio.”

Scottsdale’s year-over-year hotel performance exceeds the industry levels with increases in group room demand and room rate when it comes to meeting destinations, though meetings don't account for occupancy as much as they did pre-recession in the area, according to a study by Hendersonville, Tennessee-based research firm STR Inc.

The hotel will also unveil its 194 renovated guest rooms that include sound-proof wood doors; technology that allows guests to check-in and access their rooms via smartphone; pillow-top mattresses and ergonomic desks; 42-inch flat screen cable TVs, Keurig coffee makers, mini-refrigerators, natural wood vanities and Lather bath products; and new art including pieces from photographer Colleen Durkin.

New York-based Sydell Group, owner of Saguaro Scottsdale and Saguaro Palm Springs, will be taking over management of the hotel at the same time as the renovations.

“We are excited to be a part of Sydell Group,” said Joe Iturri, managing director of Saguaro Hotels, in a statement. “They are a very entrepreneurial company that encourages a personalized service approach by hiring fun and energetic individuals and coaching them to connect with guests on the right level. I am thrilled to work with a great team of people who love what they do.”

**Steven Totten**

Reporter

*Phoenix Business Journal*

