

COMMERCE

## Ritz-Carlton offers divine retreat with resort, residence and retail

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*Rendering of Ritz-Carlton, Paradise Valley, AZ*

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The Ritz-Carlton Hotel Company is, quite literally, taking its services to Paradise.

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The town council of Paradise Valley, AZ recently approved the building of a new branded resort and residence, set to break ground this spring and wrap sometime in 2018. After its recent re-branding ([see story](#)), Ritz-Carlton is dedicating attention and resources to aspects of the business that go beyond hotels.

"There is an assurance of the experience that only The Ritz-Carlton can provide, when you apply this to someone's home you have the ability to create a service experience that a hotel would normally deliver on a daily basis," said Brendan Mann, principal of The Solvere Group, which handles sales and marketing of The Ritz-Carlton, Paradise Valley. "This ensures that when the residents travel they only want to stay in a Ritz-Carlton hotel because everything else falls short."

### Party in Paradise

The project is owned and developed by Five Star Development. The property will be spread out across 122 acres and include a 200-room, 352,000-square-foot hotel as well as 94 single-level villas and 45 single-family homes, all Ritz-Carlton branded.

Ritz-Carlton villas range from 1,700 to 3,000 square feet while the family homes range from 3,000 to 6,000. All will have the dedicated concierge, amenities and service, including housekeeping, of Ritz-Carlton hotels.

The resort, which will stand on more than 20 acres, will host a 400-foot pool, which will be the longest in North America, a 20,000-square-foot spa with indoor and outdoor treatment areas, meeting spaces, as a health and fitness center, a citrus orchard and a garden.

Produce from the garden will be harvested for on-site restaurants. Giving guests a plain view of the resort's food source will help establish its sustainability credentials as it continues to establish its new brand voice.

The rooms will skew large, with 80 of the 200 rooms being suites compared to the normal 20 percent and rooms being an average of 135 percent the size of rooms at other resorts. For a resort, giving consumers more room will enhance feelings of privacy and relaxation and gives Ritz-Carlton a competitive advantage over other resorts.

The remaining land will include the residences, a retail component and an underground parking lot. The total project value, including the land, is estimated at \$2 billion.

Details on the retail component of the site are scarce, but Five Star Development president Jerry Ayoub acknowledged in a statement that there will be ample high-end shopping. On-site shopping will grant Paradise Valley an appeal that other resort sites lack as travelers fulfill various desires at once.

The branded residences, meanwhile will likely appeal to Ritz-Carlton loyalists looking for a vacation home as well as provide an opportunity to win-over uninitiated high-end clientele, who may choose the chain for their next vacation.

Moreover, it will further establish The Ritz-Carlton as a brand that provides optimum service in more than just its hotels. Establishing a Ritz-Carlton lifestyle that extends to more than just its rooms will give the brand a strong identity that could bolster it as the travel and hospitality sector sees a number of shake-ups.

A priority interest list for the residences is currently forming, with the first release of homes for sale expected late this coming spring.

#### Long-term stays

If other Ritz-Carlton residences are any indication, demand will likely be high for the Paradise Valley homes.

The Ritz-Carlton is also extending its brand with a luxury residence tower in Sunny Isles Beach, FL.

The 52-story, 2.2-acre beachfront property will be completed in 2018 but has already sold a 7,735-square-foot, five-bedroom penthouse for \$21 million, a record in Sunny Isles, FL. The tower allows the hotel chain to boost its brand image and potentially win over high-end clientele ([see story](#)).

Other hoteliers have also found sites that warrant residences and a resort.

Earlier this February, Four Seasons Hotels and Resorts announced that it is pursuing a different kind of California dreamer with its latest property.

Alongside Alcion Ventures and Bald Mountain Development, Four Seasons will open 85 guest rooms and 20 private residence villas in Napa Valley, CA, with the building also slated for 2018. Napa Valley's allure to cultured luxurians makes it an obvious destination for Four Seasons, which already has several California properties ([see story](#)).

"Paradise Valley is known as the most prestigious address in all of Arizona and now with the marriage of The Ritz-Carlton brand we have the most powerful address in the whole state," Mr. Mann said.