

TRAVEL AND HOSPITALITY

Rosewood launches The Golden State Getaway to highlight beauty of California

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Rosewood Miramar Beach. Image courtesy of Rosewood Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts' Sand Hill and Rosewood Miramar Beach locations are launching a new program designed to showcase the wide range of offerings of northern and southern California.

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The Golden State Getaway is an immersive offering that combines disparate aspects of California from luxury living to idyllic escapes. Travelers can enjoy the tropical paradise, curated menus and private use of the Sense Spa at Rosewood Sand Hill, then travel down the California coast to Rosewood Miramar Beach, complete with an inclusive pool day with a private cabana.

"We're thrilled to collaborate with Rosewood Miramar Beach on a Golden State Getaway that will invite our guests to experience all that our state of California has to offer, from the Santa Cruz Mountains of the Bay Area to the charming town of Montecito," said Philip Meyer, managing director of Rosewood Sand Hill, in a statement.

"Through this journey, affluent explorers will have access to a wide range of thoughtfully curated experiences bolstered by the highest levels of service and care, and we're looking forward to welcoming guests from both near and far to enjoy the immersive itinerary our two teams have put together."

The Golden State Getaway

The Golden State Getaway at Rosewood Sand Hill is in the heart of Silicon Valley and includes a two-night stay in a luxury suite, one day in a pool cabana with a maximum of six guests, curated brunch pool menu by Chef Ravi of Liholiho Yacht Club, Blanc de Blancs Champagne & chocolate upon arrival, private use of the Sense spa and complimentary overnight parking.

The package offerings at Rosewood Miramar Beach include a two-night stay in a beach house king guestroom or studio, a pool day with a private cabana recently redesigned by France's Dior, a private one-hour yoga session on Miramar Beach, lunch at The Revere Room, one-on-one styling session at The Webster, complimentary overnight parking and a waived resort fee.

"As with all Rosewood hotels and resorts, and Rosewood Sand Hill especially, our locale's distinct character and

culture have always lent themselves as key inspiration for the offerings at Rosewood Miramar Beach," said Rick Fidel, resort manager at Rosewood Miramar Beach, in a statement. "Both properties extend a magical place to discover the quintessential spirit of California that makes the state so special."



The Rosewood Miramar Beach Club. Image courtesy of Rosewood Hotels & Resorts

Last month, Rosewood's Miramar Beach launched curated picnic offerings featuring wine and spirits brands Chateau d'Esclans, Dom Prignon, Krug and Ruinart.

The collaboration came as more wine and spirits brands are leaning into intimate experiential offerings to engage with affluent consumers ([see story](#)).

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