



Elite Traveler gives nod to rooms at Four Seasons, Royal Palms

Donna Hogan, Tribune

A couple of East Valley resort rooms caught the fancy of a magazine for super-rich jet-setters.

Elite Traveler, which dubs itself "the private jet lifestyle magazine," released its picks for the "101 Top Hotel/Resort Suites of the Year" in the July/August 2008 issue and online at <http://www.elitetraveler.com>.

Among them, the Pinnacle Suite at the Four Seasons Resort Scottsdale at Troon North can be booked for \$5,500 a night, and the Alvdora Villa at the Royal Palms Resort & Spa in east Phoenix is a bargain at \$2,000.

That's compared with Elite's priciest picks, which include the Royal Villa at the Grand Resort Lagonissi in Attica, Greece, which goes for \$50,000, and the Royal Penthouse Suite at the Hotel President Wilson in Geneva, which can be had for \$52,000 a night.

Elite Traveler is tucked into pockets in private jets and on mega-yachts, and it claims a verified readership topping 575,000 in more than 100 countries.

Those readers' average household income is \$5.3 million, the magazine said.

Making the list is a big deal, said Erin Stremcha, Royal Palms marketing manager.

"Elite Traveler is a prestigious publication," she said. "Readers see us in (the magazine), and if they plan a trip to Phoenix or Scottsdale, we are top of mind. It's as good as an award."

The Royal Palms Presidential Suite has made the Elite list in the past, Stremcha said.

This time, editors picked the new 1,300-square-foot luxury villa with two outdoor showers and in-suite spa treatments.

The Four Seasons and Elite have the same target customer, so the posh far-north Scottsdale resort is thrilled to get the prestige and potential business from the mention, said Kim Cole, Four Seasons spokeswoman.

The Pinnacle Suite at the Four Seasons Scottsdale is a three-bedroom, house-sized casita with an expansive patio featuring a private plunge pool and an outdoor fireplace, Cole said.

It's perched at the highest spot on the resort property overlooking the desert preserve, she said.

"It's extremely romantic and extremely special," Cole said.

Elite said the staff keeps tabs on luxury hotels around the world, especially any undergoing renovations or enhancements, and regularly visits the properties to keep the magazine's rich readers informed.

"Our readers spend more than \$400,000 per year at hotels and resorts, so price isn't an issue to them - we just want to alert them to the most unique design styles, best services, and new amenities in the most amazing locations, whatever the price," said Laura Hughes, Elite editorial director, in a statement.