

westroc



The History

The Beginning

In 1998, after growing up in the world of real estate and branching out into luxury resorts, Scott Lyon set out to realize a vision for a different kind of hospitality company.

He recruited key associates from Carefree Resorts, President & COO William J. Nassikas and CFO Peter Corpstein. Together they founded Westroc Hospitality, a company devoted to transforming unique properties into extraordinary destinations.

Today

The founders of Westroc bring nearly a century of diverse hospitality experience, covering commercial, community, and golf course development, along with financial analysis and accounting.

Their record of success features development and operation of critically acclaimed resorts The Boulders, Carmel Valley Ranch, The Peaks at Telluride, and Golden Door Spas.

The Vision

At Westroc Hospitality, we're driven by a passion for creating destinations that go beyond unique, to extraordinary. Our mission is to breathe life into the hospitality industry through developing and managing luxury properties that blend with their setting while standing apart from the competition. We let the style, location, and people define our approach to truly individualized properties, making each an independent showcase of 'radical hospitality'.

Our properties, [Hotel Valley Ho](#) in the heart of Scottsdale, [Sanctuary Camelback Mountain Resort and Spa](#), and the new [Mountain Shadows](#), reflect our devotion to creative design and to maintaining the highest standards of service. We take a personal approach to all aspects of management, including training, marketing, reservations, and food and beverage. From large groups to individual guests, we measure success one experience at a time.

Our Culture

Our guiding principles:

- Make every property unique to its setting.
- Push the boundaries of creative design and styling.
- Maintain the highest standards of personal service.
- Be entrepreneurial.

We acquire, develop, renovate, and manage unique properties that exude a timeless appeal. We're conjurers, blending setting, service, and sumptuousness into experiences that linger blissfully in the minds of our guests.

SANCTUARY®

camelback mountain
resort and spa



elements



jade bar



Sanctuary | Facts

- 109 casita and private home accommodations
- elements restaurant with renowned Chef Beau MacMillan
- The Sanctuary Spa
- 5,000 sq. ft. indoor meeting space + 10,000 sq. ft. outdoor space
- Four swimming pools with area's largest infinity edge pool
- Tennis facilities with five courts and on-site pro
- Endless awards
- Location

Sanctuary | Comp Set

- Four Seasons Scottsdale
- The Phoenician Resort
- Royal Palms
- The Boulders Resort
- Omni Resort at Montelucia



HOTEL Valley Ho



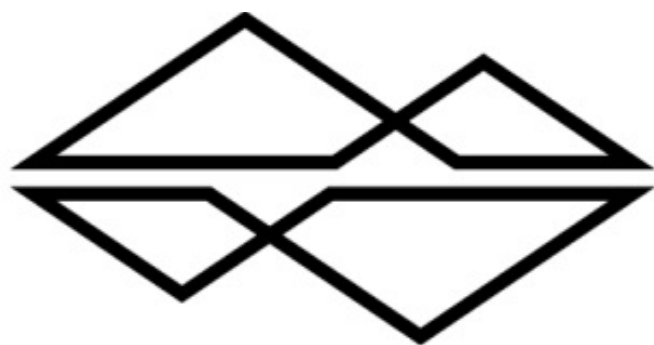


Hotel Valley Ho | Facts

- 191 historic guest rooms and suites
- 50 tower units / guest rooms, suites, and lofts
- 13,500 sq. ft. indoor meeting space
+ 25,000 sq. ft. outdoor space
- Sands unique event venue
- ZuZu + ZuZu Lounge
- OH Pool Bar + Cabanas
- OHasis Pool
- Skyline Rooftop Terrace
- VH Spa and Fitness Facility
- Location

Hotel Valley Ho | Comp Set

- W Scottsdale
- The Scott (former Kimpton Firesky)
- The Saguaro
- Hilton Scottsdale Resort & Villas
- Marriott Suites Old Town Scottsdale
- Doubletree Paradise Valley Resort



M O U N T A I N S H A D O W S













Mountain Shadows | Facts

- 183 guestrooms including 1 Camelback Presidential Suite
- 42 resort condominiums / suites
- 12,500 sq. ft. indoor meeting space + 25,000 sq. ft. outdoor space
- Hearth '61 + bar + living room lounge
- The Citizens Club | two 75-ft. pools, juice bar, 5,000-sq.-ft. fitness center
- The Short Course – 18 holes, par 3 + Rusty's
- PV Mercantile – local goods for the PV lifestyle
- Location

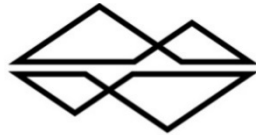
Mountain Shadows | Comp Set

- Hotel Valley Ho
- Royal Palms
- JW Marriott Camelback Inn
- Omni Resort at Montelucia
- The Scott (former Kimpton Firesky)
- Andaz Scottsdale

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HOTEL
Valley Ho

 **SANCTUARY**[®]
camelback mountain
resort and spa



MOUNTAINSHADOWS

