

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE



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THE WESTIN KIERLAND RESORT CELEBRATES TEN YEARS OF HEAVENLY
Chief of Sleep, Wellness Ambassador and FUN bedtime stories all part of the
Heavenly Bed Anniversary Celebration

Scottsdale, Ariz. (Aug. 2009) – Westin’s Heavenly Bed® is turning 10 and [The Westin Kierland Resort & Spa](#) in Scottsdale, Ariz., is joining in on the anniversary with a Heavenly celebration of their own.

The Westin Kierland is using this decade of Heavenly to do what the Westin Brand does best: provide guests with relaxing and renewing experiences. The Resort has appointed two new positions to their team, including a Chief of Sleep and Heavenly Wellness Ambassador to focus on guest well-being through wellness programs and sleep tips. The relaxing and renewing experience Westin guests are so familiar with is in part, thanks to the Heavenly Bed and The Westin Kierland offers the Heavenly Welcome Package to start that experience.

The Heavenly Welcome Package includes:

- One 50-minute spa treatment per registered guest at [Agave, The Arizona Spa](#)
- Spa welcome amenity
- Daily continental breakfast for two off of the Resort’s [Superfoods](#) Menu
- 4 pm late check-out based on availability

This package is valid for stays now through Dec. 31, 2009. A two night minimum stay is required. Visit www.kierlandresort.com or call 480-624-1202 and ask for Rate Plan: SSCPKG.

All guests of this Scottsdale Resort can take advantage of one of the many newly focused wellness amenities. The goal of the Resort’s Chief of Sleep is, as it would imply, to ensure guests get a great sleep. A survey conducted 10 years ago showed that the most important element for guests staying at a hotel was that they get a good night’s sleep. Westin set about researching the perfect bed and came up with the signature Heavenly Bed® that is known for its supreme comfort, 10 layers of comfort bedding and a 13inch pillow-top mattress.

“One good night’s sleep can make a big impact on a person’s mood and performance,” said Chief of Sleep Carlos Romero. “We can provide tips on how to achieve that good night’s sleep and it all starts with our Heavenly Bed.”

[Agave, The Arizona Spa](#) now has a focus on the overall wellness of guests through wellness programs and spa journeys. A “Superfoods Nutrition Break” is offered Monday through Saturday from 10:30 a.m. – 11a.m. to encourage guests to take a break from the day’s stress and enjoy a complimentary Superfoods drink.

The Spa holds their “Be Well Wednesdays” every Wednesday of the month to focus on rejuvenating the local community and help Arizona residents become stress free and focus on their health with workshops, spa consultations, and exclusive Agave discounts just for them.

Well-Walks and Guided Meditation are two new journeys guests of Agave Spa can experience. The Well-Walk offers a 50-minute guided walk through the scenic community surrounding the Resort. Guided Meditation offers guests the opportunity to be guided by a therapist on a 25-minute journey to clear the mind and relax, while focusing on their well-being.

“It is important for people to take a moment away from their busy schedules to focus on their mind and body,” said Heavenly Wellness Ambassador and Agave Spa Director, Loren Anderson. “Doing something as small as taking deep breaths or ending the day with yoga or guided meditation can really help people reduce stress and maintain a balance for a good night’s sleep.”

The Scottsdale Resort’s FUN Team has been celebrating all summer long with “Heavenly Fridays.” [The Kierland Mining Co.](#), the Resort’s leisure welcome room, has showcased Westin’s Heavenly Bed® and is currently offering “FUN Bedtime Stories” on Friday evenings to help guests get ready for a Heavenly Slumber. Guests are invited to join the FUN Team in their favorite pajamas, fuzzy slippers and Westin Heavenly Robe for this bedtime FUN activity. Guests can enjoy poolside movies and FUN Arts and Crafts.

The Westin Kierland Resort is using this anniversary to reinvent how they cater to their guests. Ten years later, consumers and critics agree – Westin Hotels & Resorts is still the best in bed. Westin turned the travel industry on its head and sparked a hotel bedding revolution with the 1999 launch of the Heavenly Bed®: an icon that inspired countless imitators, ignited the hotel-bed wars, and jump-started the hotel retail phenomenon. In the decade since, more than 75 million guests have tucked themselves into Heavenly Beds at Westin hotels around the world, including U.S. Presidents, Hollywood royalty, and professional athletes; and more than 30,000 beds and 100,000 pillows have been sold.

[About The Westin Kierland Resort & Spa](#)

The Westin Kierland Resort & Spa is a four-diamond Resort located in the heart of Scottsdale, Arizona. The Resort features 732 rooms, 55 suites and 32 casitas; 183,000 square feet of indoor and outdoor function space; eight food and beverage venues; a full-service spa and fitness studio; an elaborate water park including a water slide and lazy river ride; Westin Kids Club®; and the 27-hole Kierland Golf Club. As an added benefit, The Westin Kierland is adjacent to Kierland Commons, one of the hottest shopping and dining districts in the Valley. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Follow us on [Twitter](#) and fan us on Facebook.

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