



Coastal Hotel Group

TUCSON'S HISTORIC LODGE ON THE DESERT BLENDS OLD AND NEW

Mid-town Tucson Boutique Hotel Completes \$15M Expansion

TUCSON, Arizona – (March 31, 2009) – Tucson's Lodge on the Desert will complete a seventeen-month \$15 Million expansion and renovation in April. Sixty-nine guest rooms and suites have been added, reflecting the authentic sense of Arizona history enjoyed by guests for more than seventy years. Each of the 103 accommodations features the Simmons® Beautyrest Black™ Beverly Hills™ Plush memory foam bed wrapped in luxury linens, HDTVs, complimentary high-speed wired and wireless Internet access, plush bathrobes, coffee maker, iron and ironing board, and Green Natūra bath amenities. Many of the new rooms have beehive gas fireplaces.

The Tucson boutique hotel's new Lobby boasts 16-foot ceilings and original works of art, as well as a wall of history. In the adjacent Library, guests may choose to borrow one of many books and bask in the glow of the gas fireplace. Outside, a new heated pool with cascading fountains and LED lighting, plus whirlpool spa provide a delightful backdrop through floor-to-ceiling windows.

Just off the Lobby is the Boardroom, accommodating up to eight guests. All total, Lodge on the Desert's interior meeting and event space now equals more than 3,800 square feet. The largest space, the new Palm Room, accommodates 76 guests for a meeting, 80 for a banquet, and 100 for a reception. These additional spaces make Lodge on the Desert ideal for meeting and event planners, in addition to the usual leisure visitors and business travelers.

The Palm Lawn, from which guests can enjoy views of the Santa Catalina Mountains, is perfectly suited for weddings and social events for up to 100 guests. Mini-botanical gardens help guests appreciate the rich bio-diversity of the Sonora Desert.

An intimate 44-seat restaurant serves three meals daily and features an eclectic menu with strong Southwestern influences. At the bar, tasty libations and small plates are available

every afternoon and evening. Both restaurant and bar open to a spacious, partially covered patio. From here guests will take pleasure in the large four-sided fireplace and custom-designed fountain, as well as a unique piece of art.

Originally a private residence, Lodge on the Desert debuted as a hotel in 1936 with seven guest rooms. Several additions in the ensuing years increased the total rooms to thirty-five, the number when general partner Dan Donahoe purchased the property in 1997. A complete guest room renovation was initiated in 1999 in conjunction with construction of a new kitchen and bar. The current expansion was put on hold after the events of 9/11 until the local hotel market stabilized.

“It is very rewarding to preserve historic buildings,” says Donahoe, who has rejuvenated other historic hotels including L’Auberge de Sedona, also in Arizona, and Rosario Resort & Spa in Washington’s San Juan Islands. “Unique gems like Lodge on the Desert deserve to continue providing pleasure to guests.”

Lodge on the Desert’s historic charm is expressed through use of traditional Southwest architecture, incorporating adobe walls, wood beams, and hand-painted Mexican tiles. Special touches include original paintings by renowned Arizona artist Ed Mell, along with his hand-signed bronze sculpture, “Jackknife,” that welcomes guests at the entrance to Lodge on the Desert.

Today, Lodge on the Desert’s location is decidedly mid-town Tucson, near to The University of Arizona and University Medical Center, in addition to many of the Old Pueblo’s attractions and recreational pursuits. A 14-foot wall along Alvernon Way insulates the Tucson boutique hotel from sounds of the city, creating a quiet urban oasis.

Lodge on the Desert is managed by Coastal Hotel Group. Coastal’s President & CEO, Yogi Hutsen, has a long history in Tucson. Early in his career, Hutsen was General Manager of the then Sheraton El Conquistador Golf & Tennis Resort. Hutsen developed a special affinity for the Old Pueblo while serving as president of both the Tucson Chamber of Commerce and Metropolitan Tucson Convention & Visitors Bureau. According to Hutsen, “Lodge on the Desert is a wonderful addition to the Coastal Hotels portfolio of boutique lodging properties. And because of my love of Tucson and its great people...and, of course, The U of A Wildcats, the success of

this new hotel is as much personal as professional. Lodge on the Desert will become known for not only its history and charm, but its contemporary quality and wonderful service.”

For more information, please visit <http://www.LodgeOnTheDesert.com>.

*****HIGH RESOLUTION PHOTOGRAPHY IS AVAILABLE UPON REQUEST*****

About Lodge on the Desert

Lodge on the Desert, located on five acres in mid-town Tucson, AZ., at 306 North Alvernon Way, is convenient to The University of Arizona, University Medical Center, Reid Park, and Tucson International Airport. And although this Tucson boutique hotel provides an urban sanctuary, the Old Pueblo’s plentiful activities and attractions are easily accessible. Lodge on the Desert, with its high-end accommodations and public areas, plus more than 10,000 square feet of event spaces – ideal for both meeting-goers and leisure guests, recently completed \$15 million in renovations and expansion. For reservations, call toll-free (800) 978-3598. Contact Lodge on the Desert directly at (520) 320-2000 or visit <http://www.LodgeOnTheDesert.com>.

About Coastal Hotel Group

Coastal Hotel Group is a privately held, Seattle-based hotel hospitality management company specializing in distinctive luxury hotels, resorts, inns, and lodges. Established in 1987, Coastal Hotel Group has earned a reputation for providing remarkable lodging choices for the discerning traveler. For more information, visit <http://www.CoastalHotels.com>.

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