

Q. What is your connection to Sedona — why did you decide to do business here?

or

Q. You live in the Bay Area, what is your personal connection to Sedona?

I was 20 when I first visited. My mom was enthralled by Sedona and getting our family here — not to the Grand Canyon or Phoenix, but Sedona. During the trip, my brother and I went skydiving. We leapt at dawn. I felt a connection to this place that is hard to put into English words. In Chinese, we call it “chi”.

In summer of 2017, I road-tripped from San Francisco back to Northern Arizona. It brought me very close to the land — driving, hiking and walking it. I stayed at the Wildflower Inn for \$59 a night and biked the vortexes. I was captivated. That fall, a broker called about this property and said, “I think you should come take a look.”

Q. Approximately three million tourists visit Sedona each year and there are 65+ places to stay. What sets Sky Rock apart?

A. This real estate is so special. When the previous owner built it in 1993, he dynamited into the landscape to create rooms intertwined with the hill and view — each space has a private terrace looking out on the red rock. Sky Rock appeals to the independent-minded traveler, someone who isn't dying to be Uptown (where everyone else is), but wants to see the draw. It's an awe-inspiring respite.

Q. What inspired you to transform this property from the Best Western Plus Inn of Sedona to a boutique hotel?

A. Best Western has been a great partner to us. Becoming a boutique hotel allows this property to be taken to its fullest potential and for us to overlay it with our values — community, wellness, sustainability, spirituality and autonomy. We incorporate a lot of handcrafted and local elements. Real estate outlives people. We do our best to bring each project to life and allow it to evolve.

Q. What was your vision for Sky Rock Inn?

A. The vision always starts with the local landscape and infusing the heart and soul of the community into the property. In Sedona, it's the Native American community and the mystic, psychic, astrological community. The design, textures, music and nuances have all been shaped by that. Our artist Skye Schuchman and designer Laura Cook created a place where guests can touch, feel and experience it. Sedona is a special antenna, an energy beam and our challenge is to impart that on our guests so they take it with them.

Q. Three out of four millennials said they'd rather buy an experience than a physical good — how does Sky Rock appeal to the largest group of travel customers?

A. Sky Rock is a place for guests to uplift their minds, bodies and souls by exploring all that interests them. There's hiking and biking on the trailhead and practices from yoga to meditation to exploring the spiritual realm. Guests travel to Sedona with family or friends or solo and our hope is that everyone leaves feeling invigorated and connected.