



Media Contact: Angela Menninger, [angela@dualitypr.com](mailto:angela@dualitypr.com) or 602-373-8212 (m)

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## **POINT HOSPITALITY GROUP DEBUTS SKY ROCK: AN IMMERSIVE SEDONA EXPERIENCE**

### ***Boutique Hillside Hotel Embedded in Radiant Red Rocks Taps Vortex Energy to Restore and Rejuvenate***

SEDONA, Ariz. (Dec. 5, 2019) – Situated amidst ancient spiritual vortexes, Sedona emits a sacred spirit charged by powerful energy. This energy is magnified by the geography: otherworldly red rock formations hover over painted desert terrain, creating a mesmerizing landscape that shifts with the shadows of ever-changing light. Within this mystic space, the new independent boutique hotel Sky Rock exists to harness and share this energy, celebrating its significant renovation.

Point Hospitality Group of San Francisco created Sky Rock to immerse every guest in Sedona’s beauty, peace, and restorative purity. The project is personal for Point founder and Sky Rock owner Stephen Yang: he first experienced the magnetism of Sedona in his 20s, only to visit and feel instantly renewed again years later. Whether by coincidence or universal connection, Yang returned to Sedona, and Sky Rock came to be.

“Sedona is a pure window into the earth’s soul, a place where the earth has opened itself up to us,” says Yang. “We built Sky Rock to capture and transfer its deep, transformative spirit to our guests.”

The Sedona spirit is omnipresent throughout Sky Rock. The property straddles two of Sedona’s vortexes to empower self-reflection and healing throughout. The interior’s rich palette of burnished copper hues and starry night blues reflect Sedona’s mountain-brushed skies. Hand-drawn dreamcatchers and indigenous textures extend a hand of welcome from neighboring Native American tribes.

Embedded into the Sedona landscape, each guest room is newly and impeccably renovated with a focus on space, serenity, and surroundings. Organic materials, soothing neutrals, and native textures pull the outside in. Many rooms open to the hotel’s wide terraces with spectacular views to enjoy coffee at sunrise, a cocktail at sunset, or yoga under the stars. Select rooms offer fireplaces; others are pet-friendly to welcome the entire family.

Sky Rock’s expansive grounds encourage meditation, community, and adventure through wellness workshops, Jeep tours, and hiking or biking through Sedona’s world-class trails. Customized trail maps, a bike repair station and storage aide guests in exploration. Each guest receives a yoga mat to use at the fully-equipped fitness center or outside in the celestial mountain air. A year-round heated pool and spa provide a restorative respite.

Beyond Sky Rock, the town of Sedona waits to be experienced. Perched atop the West Sedona hilltop along Verde Valley's main thoroughfare, Sky Rock is within walking distance to shops, best-in-class restaurants, breweries, art galleries, abundant trail heads, and Posse Grounds park. All at once, Sky Rock is part of the action yet peacefully removed from the uptown hustle, seamlessly interweaving activity and relaxation.

After an invigorating day outdoors or in town, the hilltop Sky Rock Lounge invites guests to unwind. A curated menu of small plates, craft beers, and local wines offer a wide variety for every palette, while a view of ethereal red rocks beneath a star-lit sky rejuvenates the soul.

"Whether you've visited Sedona once or a dozen times, there's always something new to explore and experience," said Elizabeth McIntire, Sky Rock's General Manager. "We encourage everyone who comes through our doors to nurture their outdoor, adventurous spirit and find what energizes and inspires them so they can leave Sky Rock feeling refreshed and healed until we see them again."

Nurture the outdoor spirit within you by making a reservation online at [skyrocksedona.com](http://skyrocksedona.com) or by calling (928) 282-3072.

For a limited time only, Sky Rock is offering an introductory special with a 20% discount off Best Available Rate as well as a \$20 daily food and beverage credit. Use Promo Code: LOS Travel Dates 12/09/19 through 03/31/20.

Sky Rock offers a year-round website exclusive at 15% OFF, use Promo Code: DIRECT

### **About Sky Rock**

Sky Rock exists to immerse every guest in Sedona's beauty, peace, and restorative purity. Embedded into the red rock landscape, the property straddles two energy vortexes to empower self-reflection and healing throughout. Impeccably renovated guest rooms utilize space, serenity, and breathtaking views to embrace calm. A palette of burnished brass hues, navy night blues, and indigenous textures reflect the community's spirit and soul. A spa and wellness workshops encourage meditation and reflection; Jeep tours, hiking, rafting, and world-class mountain bike trails invigorate the adventurer. Nurture the outdoor spirit within you by making a reservation online at [skyrocksedona.com](http://skyrocksedona.com) or by calling (928) 282-3072.

### **About Point Hospitality Group**

We believe universal connection is at the heart of the human experience. We see travel as a way for bringing people together, community as the united core of peace and harmony, and personal awareness as the light that guides our journeys. We connect these dots by creating spaces rich with local culture and well-being.

Based in San Francisco, CA. Visit our website at [www.pointhospitalitygroup.com](http://www.pointhospitalitygroup.com) or connect with us at [hello@pointhospitalitygroup.com](mailto:hello@pointhospitalitygroup.com).

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