

# The Clarendon Hotel

AND SPA  
by GreenTree®

## GreenTree Hospitality Group Adds The Clarendon Hotel and Spa to its Portfolio

*The addition marks the first boutique collection property in the brand's portfolio*



TEMPE, AZ — June 27, 2019 — GreenTree Hospitality Group, Inc. is pleased to announce the addition of GreenTree's first boutique collection property — The Clarendon Hotel and Spa in Phoenix. This marks the eleventh property in the brand's U.S. portfolio.

“The addition of The Clarendon Hotel and Spa to our growing portfolio throughout the United States is only the first step for us in this new segment,” said Kevin Brooks, managing director of GreenTree Hospitality Group. “We’re truly excited about this hotel being the first boutique property in our portfolio.”

Even though the 105-key hotel, which offers several room types (including Deluxe Room, Junior Suite and Pool View Suite), is now officially in the brand's property portfolio, it will operate under the Clarendon name.

[The Clarendon Hotel and Spa](#), a four-star boutique hotel in the heart of Phoenix, is benefiting from GreenTree's plentiful resources, including its central reservation system (CRS), global distribution system (GDS) and property management system (PMS); and GiveBack Rewards, GreenTree's loyalty program; and the brand's unwavering commitment to minimizing its impact on the environment, an initiative aligned with the property's eco-friendly efforts.

The property's ownership changed hands in January 2019. Pro Hospitality is the majority owner of the property and the operating partner.

“We envision The Clarendon Hotel and Spa continuing to be a unique hospitality destination that will be sought out by guests for our unsurpassed service and quality,” said Alexandre Rizk, owner of Pro Hospitality. “The Clarendon Hotel and Spa plans to honor our roots as a boutique hotel while moving forward with an unwavering enthusiasm for what we do and who we are.”

The Clarendon Hotel and Spa’s amenities include The Clarendon Spa, which offers guests a menu of services, including facials and massages; and the Oasis Pool, which features a silver-coated water wall, six outdoor cabanas, and a 50-person hydro spa. Of course, the property is also dog-friendly.

Recent property upgrades include the exterior’s southwestern landscaping, the contemporary building exterior, modern art, a coffee shop, and Tuft and Needle mattresses in every room.

For dining, and events and meetings — including weddings, birthdays, anniversaries and corporate functions — the property has a full-service food and beverage outfit called Tranquilo, a vibrant mod-Mex catina; several meeting rooms; and SkyDeck, a rooftop bar/hangout space, which provides guests and customers spectacular views of Phoenix’s skyline and surrounding mountains.

“We are currently focusing on our food, beverage, and event spaces,” Rizk said. “It is our intent to provide a top-notch food and beverage destination in Midtown Phoenix.”

Regarding these spaces, several renovations have been made already, including new furniture and flooring; and the addition of misting systems, shade structures in the cabanas and the SkyDeck bar.

To celebrate the mark of GreenTree’s first boutique collection, the property will hold a mixer on June 27 at 4 p.m. PST. Drinks and appetizers will be served. Property executives will showcase recent property renovations.

“The Clarendon Hotel and Spa is a tremendous opportunity for GreenTree,” Brooks said. “This move signals our intentions of growing the brand to accommodate the needs of all types of property owners. We look forward growing our portfolio of boutique properties in the future.”

**About The Clarendon Hotel and Spa, a GreenTree Boutique Collection**

The Clarendon Hotel and Spa first opened in 1972, and from the start, has always set itself apart. In fact, an original advertisement from 1973 highlighted this sentiment with the headline, “Phoenix has a new hotel that doesn’t look like a hotel. Or act like one.” We continue the Boutique concept to this day.

The Clarendon Hotel and Spa was catapulted to the limelight in 1976 by Don Bolles, a reporter of the *Arizona Republic*. Bolles scheduled a meeting at the Clarendon, and after waiting in the lobby to meet his contact, who did not show, Bolles left and was injured near the hotel by a car bomb that was planted by organized crime families; where he later died at the local hospital eleven days later. The Clarendon Hotel and Spa now represents “Sacred Ground” for journalists and is listed as a “National Historical Site for Journalism.” To this day, the hotel is committed to keeping the unique character of the hotel and the memory of Don Bolles alive.

**About GreenTree Hospitality Group, Inc.**

Based in Tempe, Arizona, GreenTree Hospitality Group is a franchisor of the GreenTree Inn, GreenTree Inn & Suites, and GreenTree Boutique Collection brands, serving the value to mid-scale segments throughout the United States hotel market. GreenTree is committed to putting common sense back into the hotel franchise business, offering owner's a low-cost, high value franchise model without adopting a "one-size fits all" mentality. Become part of a growing hotel chain with flexible terms, dedicated support and a true ROI brand standard focus. For more information, visit [greentreeinn.com](http://greentreeinn.com).

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