

Fairmont Scottsdale Princess Debuts Ultra Luxe Guest Experience at the Privado Villas

The completely reimagined enclave of the hotel will feature new private, bespoke offerings

July 6, 2022 (Scottsdale, ARIZ.) – The [Fairmont Scottsdale Princess](#), Arizona’s largest and longest running AAA Five Diamond hotel is opening a new ultra luxe boutique hotel within a hotel. [The Privado Villas](#) will replace the Casitas with 119 residential style suites situated in 14 pods on the west end of the 65 acre property, set apart in an exclusive and private area.

“Over the past year, we have seen a rise in demand for luxury suites, villas and services. We are committed to continually evolve our property and services to maintain our position as an iconic destination resort,” says Jack Miller, regional vice president and general manager of the Princess. “It is with that goal that we are excited to introduce Privado Villas this fall. Our most discerning guests will enjoy their best vacation ever as our team provide a thoughtfully planned and personalized experience, from booking to departure in our spacious, luxurious villas.”

The Privado Villas will have a private entrance and reception which will take place at Casa Grande, a private reception villa, featuring a personalized check in by an Experience Concierge and a private lounge for Privado guests. Along with the fully renovated rooms and new check in experience, the previous Casita Pool will be completely updated and renamed the Privado Relaxation Pool. The Privado Relaxation pool will feature a bar, and is exclusive to Privado guests.

“We specifically designed the Privado Villas with a specific guest profile in mind: c-suite executives, celebrities, athletes and other affluent travelers with a refined taste in service, design and amenities,” says Pam Gilbert, director of sales and marketing at the Princess. “Guests seeking a private escape, bespoke service, unparalleled amenities with that something special that makes the Princess what it is, will truly enjoy the Privado experience.”

The Privado Villas will feature two room types: 50 one bedroom villas and 69 signature studios, which will be 850 square feet and 700 square feet respectively. All rooms will feature a large walk in closet, spacious bathroom with two vanities and a walk in shower; 31 rooms will feature full sized bathtubs. As with all design at the Princess, special attention is paid to honor the Sonoran Desert and blend seamlessly with the surrounding tranquil space. The rooms will feature interesting and unique textures, thoughtful layout and modern desert design. First floor rooms will feature hard surface flooring, while second floor rooms will feature plush carpeting.

The Privado experience will feature a pre arrival phone call from a dedicated Privado concierge to assist with planning transportation, dining and spa reservations, and destination experiences. Guests will enjoy an in room coffee café, featuring a high end Nespresso machine that includes a frother for specialty drinks. A refrigerator is stocked upon arrival with complimentary champagne, cold brew coffee, sparkling and still water and fresh seasonal fruit. Guests will have the option to stock additional items from a menu prior to their arrival and during stay, to further personalize their experience.

Other complimentary amenities will include:

- Morning delivery of fresh pressed seasonal juice and guest's selection of milk along with fresh baked pastries
- A mini bar with gourmet goods readily available
- Complimentary access to Well & Being Spa
- Complimentary valet parking and chauffer service within a 3 mile radius, including to and from Scottsdale Municipal Airport
- Complimentary laundry service

The grounds of Privado will feature lush landscaping, private courtyards and communal space – for guests who wish to socialize while enjoying the scenery.

During construction, which began in May and will be complete in the fall, guests will not be housed in any of the 14 villa pods that make up the 119 rooms. Further efforts to mitigate the effect construction has on the guest experience will include closing the area around Privado with fencing and scrim around the site; guests will not be housed in adjacent rooms in neighboring buildings; and work ends by 6 PM daily.

“At Privado, we believe a life well lived is one in which you can pursue your passions. To help guests realize their best life while visiting the Valley, we have carefully selected and trained our Experience Concierges as experts on all that Arizona and the Princess have to offer. Our staff looks forward to assisting the most discerning travelers with curated experiences that will become treasured memories,” adds Miller.