

FOR IMMEDIATE RELEASE

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GOLF

THE FAIRMONT SCOTTSDALE
‘GOES THE DISTANCE’ FOR GOLFERS
Offers Unique Golf Concierge Service

SCOTTSDALE , Ariz. (2009) – Even weekend golfers can play like pros (or at least feel like one) with the convenience and customized service of the Golf Concierge team at Fairmont Scottsdale.

Located in one of the world’s top golf destinations literally surrounded by some of the best courses found anywhere, the AAA Five Diamond Fairmont Scottsdale can help even casual golfers enjoy the best of the destination with a single phone call to its team of Golf Concierge pros.

Offering complimentary personalized service to resort guests, the Golf Concierges will assist with preferred tee times for both groups and individuals wishing to play at some of the top courses in the metropolitan Phoenix/Scottsdale area, including the adjacent Tournament Players Club of Scottsdale Stadium Course, which hosts the annual PGA TOUR’s FBR Open. Best of all, the concierge team is able to secure tee times up to a year in advance at the TPC courses, and as much as 30 days in advance at many of the other highly rated courses.

Additional services include organizing lessons at PGA Tour Academy, also located at the TPC Stadium Course, scheduling a post-round spa treatment at the resort’s Willow Stream Spa, organizing convenient billing for large groups or individuals, creating personalized itineraries, arranging locker facilities, private lessons, golf clinics, equipment rental, storage and cleaning, and coordinating transportation. Also included for each player is complimentary aromatherapy iced towels, lip balm, sunscreen, and of course, lots of water.

The Golf Concierge program was designed and developed by onsite PGA Member and Fairmont’s Director of Golf Justin Wood in cooperation with General Manager, Bill Grove, of Tournament Players Club of Scottsdale.

"The premise for the Golf Concierge is to anticipate and address the needs of the traveling golfer. All guests from reservation through departure will have access to a golf specialist, providing them the ability to deliver a world class Scottsdale golf experience," said Justin Wood.

While on the course, guests can contact the Golf Concierge directly at any time via pager or cell phone to arrange any last-minute requests.

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New Golf Concierge at Fairmont Scottsdale
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Willow Stream Spa, the resort's 44,000 square foot respite, invites golfers to experience the 60-minute *Golf Performance Treatment* as a soothing finale to relieve the athletic discomforts, aiding to rapid recoveries, improved balance and swing associated with golf, endorsed by professional golf instructor, David Leadbetter and professional golfer, Charles Howell.

The Golf Concierge office is located off the main lobby of the resort. Group bookings are encouraged. For more information, or to contact the Fairmont Scottsdale Golf Concierge, please dial (800) 344-4758.

ABOUT FAIRMONT HOTELS & RESORTS:

A leader in the global hospitality industry, Fairmont Hotels & Resorts is an extraordinary collection of luxury hotels which includes iconic landmarks like The Fairmont Banff Springs, Fairmont Monte Carlo and New York's The Plaza. Fairmont hotels are one-of-a-kind properties where sophisticated travellers can discover culturally rich experiences that are authentic to the destination. Situated in some of the most exclusive and pristine areas in the world, Fairmont is committed to responsible tourism and is an industry leader in sustainable hotel management with its award-winning Green Partnership program. Fairmont's portfolio includes over 50 distinctive hotels, with plans to develop over 20 new properties in the coming years in destinations as diverse as Beijing, Abu Dhabi and South Africa.

Fairmont is owned by Fairmont Raffles Hotels International, a leading global hotel company with over 80 hotels worldwide under the Raffles, Fairmont and Swissôtel brands. The company also owns Fairmont and Raffles branded Residences, Estates and luxury private residence club properties.

ABOUT STRATEGIC HOTELS & RESORTS:

Strategic Hotels & Resorts, Inc. (NYSE: BEE) is a real estate investment trust (REIT) which owns and provides value-enhancing asset management of high-end hotels and resorts in North America, Mexico and Europe. The company currently has ownership interests in 21 properties with an aggregate of 10,164 rooms. For a list of current properties and for further information, please visit the company's website at www.strategichotels.com.

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