



Hilton Phoenix Resort at The Peak Unveils New Signature Spa and Fitness Destination
Spa & Fitness at The Peak to Open Mid-September

PHOENIX, Ariz. – August 25, 2026 – [Hilton Phoenix Resort at The Peak](#) proudly announces the opening of *Spa & Fitness at The Peak*, a purpose-built, 25,000-square-foot destination designed to inspire rejuvenation, movement, and connection. Opening to the public mid-September, the reimagined resort's signature spa and fitness experience marks a new era of restoration in the heart of Phoenix.

“Exceptional hospitality is about creating unforgettable experiences that feel truly authentic, and this new spa and fitness destination embodies that philosophy as part of our property's latest evolution,” says Julia Najafi, Pivotal Group Vice President & Principal. “We've designed a one-of-a-kind new venue where guests and locals alike are encouraged to relax, recharge, and thrive through unique experiences reflecting the spirit and aspirations of our environment and community.”

Surrounded by the breathtaking beauty of the Sonoran Desert, *Spa and Fitness at The Peak* offers a tranquil retreat where guests can reconnect, recharge, and restore balance. Thoughtfully designed from the ground up, the destination blends elevated experiences with the natural serenity of its surroundings, inviting guests to embrace a personalized journey of self-care. Through mindful programming, a curated calendar of activities, and a seasonal menu of customized treatments, *Spa and Fitness at The Peak* provides experiences tailored to support every stage of one's journey. “Whether you're planning a solo retreat, a romantic escape, a girlfriends' getaway, a bachelor or bachelorette party, or celebrating a special milestone, our spa offers the perfect setting,” says Director of Spa and Retail Experiences, Mary M. Kelly.

The new facility features nine treatment rooms where spa guests can indulge in signature massages, body treatments, facials, and personalized skincare experiences. Amenities include a relaxation lounge, eucalyptus steam room, sauna, and a vitality garden complete with a heated jacuzzi and cold plunge. The spa also features a boutique retail space offering a thoughtfully curated selection of premium spa products and distinctive gifts.

Guests can also unwind at an expansive adults-only outdoor oasis overlooking the Phoenix Mountain Preserve and Piestewa Peak. The outdoor experience features a resort-style pool, eight semi-private cabanas, a separate hot tub, tranquil garden retreat, and bar and lounge. Elevated poolside dining and beverage service includes light bites, seasonal salads, fresh juices, specialty teas, and handcrafted cocktails designed to complement a day of relaxation.

Complementing the spa is a new 5,000-square-foot fitness center offering a robust schedule of daily classes and activities, including Pilates, yoga, and specialty fitness programming. The facility, located within the spa, also features state-of-the-art strength and cardio equipment from Life Fitness, Peloton bikes, free weights, treadmills, and a dedicated yoga lawn, providing guests with a comprehensive environment for movement, performance, and recovery.

“Every aspect of the guest experience was thoughtfully designed to honor the distinctive ecosystem of the Sonoran Desert,” says Lorraine Park, VP of Wellness & Spa Experiences at Crescent Hotels & Resorts. “Drawing from generations of spiritual wisdom and modern scientific understanding, we created a destination that feels both authentic and deeply grounded in vitality, mindfulness, and stillness.”

About Hilton Phoenix Resort at The Peak

Located at the base of the Phoenix Mountains Preserve, Hilton Phoenix Resort at The Peak is a landmark all-suite resort offering a blend of Southwestern hospitality, expansive meeting and event facilities, and resort-style amenities. The property features spacious two-room suites, The Living Room lobby bar with all-day menu, spa and fitness center, more than 60,000 square feet of indoor and outdoor event space, along with River Ranch Water Park, a longtime favorite for visitors and locals alike. Conveniently located near Phoenix Sky Harbor International Airport and downtown Phoenix, The Peak offers a central location and an inviting oasis for welcoming leisure travelers, groups, and event guests to one of the city’s most established resort destinations. For more information, visit hiltonphoenixresortatthepeak.com.

About Pivotal Group

Pivotal Group is a private entrepreneurial investment firm headquartered in Phoenix, Arizona. The firm specializes in building and transforming real estate projects and technology companies as it invests its own permanent capital across multiple sectors, including hospitality, master-planned communities, enterprise software, and communications technology. Pivotal Group works closely with its portfolio management teams to accelerate growth, strengthen operations, and enhance long-term enterprise value.

About Crescent Hotels & Resorts

Crescent Hotels & Resorts is an award-winning, nationally recognized, operator of hotels and resorts with over 120 properties in the United States & Canada. Crescent is one of the few elite management companies approved to operate upper-upscale and luxury hotels under the brand families of Marriott, Hilton, Hyatt, and IHG. Crescent also operates a collection of independent and lifestyle properties under the Latitudes Collection umbrella. Crescent’s clients include premier REITs, private equity firms, and major developers. For more information, please visit www.crescenthotels.com and www.latitudesbycrescent.com or connect with Crescent on [LinkedIn](#).