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**HILTON PHOENIX RESORT AT THE PEAK UNVEILS FIRST PHASE OF
REIMAGINING FOLLOWING \$100 MILLION Reposition**
*New Ocotillo Wing Includes Redesigned Lobby, Gathering Spaces and
Modernized Suites*

PHOENIX – April 30, 2026 – [Hilton Phoenix Resort at The Peak](#), a longtime fixture in the Valley and a destination woven into Phoenix's hospitality history, has unveiled a series of newly completed guest-facing spaces, marking the first phase in a comprehensive reimagining since the Resort's acquisition by Pivotal Group in late 2024.

The updates introduce the Ocotillo Wing, formerly the South Tower, which includes a re-designed lobby and several new social and gathering spaces now open to guests. Together, the enhancements reflect a refreshed modern approach to the guest experience while maintaining the character and sense of place that have defined the Resort for decades.

"We're not just renovating and updating the property," says Julia Najafi, Pivotal Group Vice President & Principal. "We're reimagining the hotel's legacy in the community. This property has a history and story, and we're honored to carry that forward, while also creating something elevated and incredibly exciting for current and new generations to experience."

At the center of the arrival experience, the redesigned lobby welcomes guests into The Living Room, a relaxed indoor-outdoor gathering space with a large lobby bar featuring a variety of seating areas and fire pits designed for connection and pause. The Living Room is the social hub of the property and offers an all-day menu serving shareable plates, flatbreads, sandwiches and salads, in addition to a selection of beer, wine and cocktails. The Pantry is also located just off the lobby and offers a convenient grab-and-go retail experience with curated essentials, local finds and a Starbucks™ coffee offering.

The newly introduced Ocotillo Wing features 208 completely upgraded all-suite accommodations with a residential feel, offering guests an elevated stay that blends comfort, space, and thoughtful design. The wing is fully open and operating just in time for busy Arizona event season, welcoming leisure travelers, groups and meeting attendees.

These newly unveiled spaces represent an important step forward and milestone for Hilton Resort at the Peak," said Dale Moseke, General Manager. "They provide an elevated guest experience and reflect a thoughtful approach that enhances how our guests

arrive, stay and connect, while respecting the legacy of a property that has long been part of the Phoenix community.”

The Hilton Phoenix Resort at the Peak, managed by Crescent Hotels & Resorts, continues to serve as an in-demand destination for meetings and group events, offering more than 60,000 square feet of flexible indoor and shaded outdoor event space, including multiple ballrooms, breakout rooms, and open-air venues. The resort’s meeting and convention facilities all have been refreshed and are fully operational. Outdoor spaces also have been renovated with the introduction of the Ocotillo Courtyard and Anasazi Courtyards, providing flexible open-air spaces shaded by a sculptural canopy for gatherings, receptions, and events framed by the stunning surrounding desert landscape and nearby Piestewa Peak.

“We’re incredibly excited and proud to unveil this latest phase of the resort’s transformation,” says Elie Khoury, Chief Operating Officer at Crescent Hotels & Resorts. “The reimagined property reflects our commitment to elevating the guest experience while honoring the character and legacy that make this property so special.”

The unveiling of the Ocotillo Wing represents the first phase of enhancements since the Resort’s change in ownership. Additional significant updates to the property are planned and will be announced at a later date as part of the Resort’s broader elevation.

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, and Hyatt. 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](#).