

# D E N Ū

H O T E L & S P A ™

## Denū Hotel & Spa to Debut September 2026 as Downtown Phoenix's First Upscale Urban Retreat

A catalyst in Phoenix's downtown renaissance, the 236-room urban resort will feature elevated accommodations, destination dining, a Hammam-inspired spa, and thoughtfully designed meeting and event spaces

**Phoenix, Ariz. (February 19, 2026)** – Downtown Phoenix will soon welcome its first upscale urban retreat as [Pacific Hospitality Group](#) announces reservations are now live for [Denū Hotel & Spa](#), the newest hotel in [The Meritage Collection](#), opening September 2026. Set to redefine the luxury hospitality landscape in the downtown core, Denū is designed around ritual, renewal and social wellbeing, anchored by a co-ed Hammam-inspired spa experience. Featuring 236 guestrooms, a rooftop pool and a culinary program rooted in modern Sonoran expression, Denū is designed as a restorative counterpoint to the energy of urban life.

A catalyst in Phoenix's ongoing downtown renaissance, Denū is strategically located steps from major transportation hubs, the convention center and the city's most compelling arts, culture, sports and entertainment venues. Designed for both visiting professionals and leisure travelers, Denū offers an intentional reset within reach of the city's most active corridors, while serving as vibrant social hub rich with community, culture and curated experiences for locals.

"Denū Hotel & Spa represents a strategic and meaningful expansion for The Meritage Collection as we enter one of the country's fastest-growing urban markets," says Garrett Busch, president, Pacific Hospitality Group. "As our first full-service independent hotel in Phoenix and the broader Southwest, Denū is poised to redefine luxury in the downtown market and its debut reflects our commitment to bringing thoughtfully designed, wellness-focused experiences to dynamic urban destinations."

Drawing inspiration from a local term meaning "Valley of the Sun," with architecture inspired by the surrounding desert landscape, Denū blends a warm, restorative atmosphere with contemporary design and thoughtfully appointed guestrooms and suites tailored to both leisure and business travelers. Every element of the guest experience is rooted in balance and renewal – from intentional design details to programming that encourages meaningful pause. Standout features include the Hammam-inspired spa, offering guided thermal rituals and immersive treatments; a holistic fitness and wellbeing program; a rooftop pool with sweeping city views; and versatile meeting and event spaces designed to accommodate everything from corporate gatherings to celebratory social occasions. The hotel also welcomes four-legged companions, extending its ethos of comfort and care to guests traveling with their dogs. Complementing these offerings, the culinary program reflects modern Sonoran expression, highlighting Arizona's desert ingredients alongside Latin and Mediterranean influences. A lobby-level restaurant and lounge, café and rooftop bar complete the experience, establishing Denū as a community centerpiece in Phoenix.

"Denū Hotel & Spa meets the growing demand for sophisticated, locally rooted hospitality while ushering in a new era of luxury in downtown Phoenix," said Linda Ding, General Manager, Denū Hotel & Spa. "Every element — from the design and service to our culinary and gathering spaces — has been thoughtfully crafted to deliver a dynamic and memorable guest experience unlike anything else in the city's urban core. We look forward to welcoming both visitors and locals to discover everything Denū has to offer as we open our doors this fall."

### **A Desert-Inspired Approach to Mind, Body & Renewal**

At the heart of Denū is a wellness philosophy that extends throughout every guest experience, creating an energizing urban retreat focused on renewal, connection and social well-being. **Solstone Holistic Spa**,

a co-ed Hammam-inspired spa, is conceived as a socially connected approach to wellness, rooted in ancient bathing traditions and influenced by the surrounding desert landscape. Inspired by the contrast between the arid desert climate and restorative water rituals, the Hammam reflects Denū's philosophy of renewal through contrast – steam, warmth and shared ritual at the center of an energizing urban environment. Sculpted stone, warm neutral tones and softly illuminated spaces evoke a sense of grounded refinement, offering guests a place to cleanse, reset and reconnect before re-entering the pace of its city surroundings. The shared Hammam serves as the foundation of the spa experience and is complemented by a curated menu of signature rituals and wellbeing experiences, restorative massages, body treatments and facials designed to support rejuvenation, recovery and radiance.

Beyond the spa, Denū Hotel & Spa embraces a holistic approach to wellbeing that extends throughout the stay, supporting movement and daily renewal woven naturally into the guest experience. The hotel features 24-hour fitness facilities with state-of-the-art equipment for on-the-go travelers, along with a dedicated yoga studio and studio classes designed to promote calm, focus and centering. Recovery and rest are equally prioritized, with thoughtful offerings such as red-light therapy mats, weighted blankets, sound therapy and compression boots available for in-room rental.

The local community will play an integral role in Denū's wellness ecosystem. A limited number of founding memberships will be introduced for city residents, offering privileged access to the Hammam-inspired spa, fitness facilities, studio classes and curated programming.

### **A New Culinary Destination in the Heart of Downtown Phoenix**

Denū's culinary philosophy celebrates modern Sonoran expression, combining Arizona's desert ingredients with Latin and Mediterranean influences and global techniques through a health-forward lens. Across all outlets, menus emphasize seasonality, clarity of flavor and regional authenticity, creating inviting experiences that connect hotel guests and local diners with the flavors and culture of Phoenix.

Local sourcing serves as a cornerstone of the program, with menus highlighting Arizona farms, regional produce, sustainably sourced seafood and regional beverage partners. Culinary outlets include:

- **Sartén Kitchen**– Denū's signature all-day dining destination and true showpiece of its culinary identity. "Sartén," Spanish for frying pan, reflects the cast-iron techniques and rich culinary traditions that inspire the menu, reinterpreted through a modern lens. The lobby-level restaurant attracts hotel guests and locals alike, flowing from bright, energetic mornings to executive-focused power lunches and dimly lit evening dining, highlighting seasonal ingredients and balanced flavors.
- **Lobby Bar** – An upscale lounge experience adjacent to the restaurant designed for social connection, featuring tableside martinis, barrel-aged spirits, infused cocktails and refined bar bites.
- **Nidos Rooftop Bar** – A skyline-driven rooftop destination pairing Latin-Mediterranean flavors with regional ingredients and artisan cocktails. The space transitions from relaxed golden hour to a vibrant, yet sophisticated evening atmosphere, complemented by live music and curated DJ programming spinning retro disco tunes.
- **Blend Café** – A street-level, third-wave café designed as a neighborhood touchpoint, offering curated espresso, specialty teas, artisanal pastries and wellness-minded grab-and-go selections.

Seasonal activations, live music, and cultural events bring these spaces to life, creating a central hub for social connection, culinary exploration and memorable moments.

### **A Sophisticated Hub for Corporate, Group and Social Gatherings**

The hotel offers 23,000 square feet of flexible indoor and outdoor event space across 18 unique venues. From intimate breakout rooms to grand ballrooms and private dining venues designed for elevated board meetings, weddings, philanthropic galas, VIP receptions and more, Denū caters to gatherings both large and small with style and flexibility. Distinctive culinary-driven venues further enhance the event experience. Sartén Kitchen & Bar features an intimate private dining room ideal for executive dinners and celebratory occasions, while Nidos Rooftop Bar and its adjacent rooftop event space offer panoramic city views and full or partial buyout opportunities for unforgettable receptions and social celebrations.

“Denū Hotel & Spa represents an exciting addition to downtown Phoenix and a powerful reflection of our city’s continued growth as a premier destination for both leisure and business travel,” said Ron Price, President & CEO of Visit Phoenix. “This 236-room property is truly a gamechanger, elevating our hospitality landscape with its luxury spa, versatile meeting and event venues and rooftop terrace. We are thrilled to welcome Denū to the downtown Phoenix hotel scene.”

Reservations are now open for stays beginning September 2026. For more information on Denū Hotel & Spa or to book a stay, please visit <https://www.denuhotel.com>.

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### **About The Meritage Collection**

The Meritage Collection is a lifestyle and luxury hotel brand that blends iconic, one-of-a-kind places with locally inspired experiences designed for the curious traveler. Debuted in 2013, Meritage Collection is comprised of four hotels & resorts throughout California, Texas and Hawaii – The Meritage Resort and Spa in Napa Valley, Paséa Hotel & Spa in Huntington Beach, Hotel Viata in Austin and Ko’a Kea Resort on Po’ipu Beach in Kauai. Reflective of its California roots, the Meritage Collection offers a laid-back luxury service culture that caters to the modern-day traveler. For more information, please visit [meritagecollection.com](http://meritagecollection.com).

### **About Pacific Hospitality Group**

Established in 1987, Pacific Hospitality Group (PHG) is a growing hospitality company with 11 hotels, including Denū, which is currently under construction, and more than 185,000 square feet of event space in California, Hawaii, and Texas. Based in Irvine, California, the company owns, manages, finances and develops hotels in iconic destinations. PHG serves as the parent company to a portfolio of lifestyle and luxury properties known as the Meritage Collection. Meritage Collection hotels include Paséa Hotel & Spa in Huntington Beach, Hotel Viata Austin in West Lake Hills, Ko’a Kea Resort on Po’ipu Beach in Kauai, and The Meritage Resort and Spa in Napa. Pacific Hospitality Group also serves as the franchisee of the following properties: AC Hotel and Residence Inn Dallas by the Galleria, AC Hotel Phoenix Tempe Downtown, AC Hotel Irvine, DoubleTree by Hilton Irvine Spectrum, Hotel Zessa Orange County Airport a DoubleTree by Hilton, and Hyatt Place Phoenix. Other PHG affiliations include Trinitas Cellars. For more information, visit [www.pacifichospitality.com](http://www.pacifichospitality.com).

### **Media Contact**

QUINN PR  
[cmarshall@quinn.pr](mailto:cmarshall@quinn.pr)