

L'AUBERGE DE SEDONA INTRODUCES "THE PURSUIT OF PEACE" – A TRANSFORMATIONAL EXPERIENCE THAT HELPS VISITORS EMBRACE LIFE'S BEGINNINGS AND CLOSURES

Personalized Programming for a Meaningful Getaway Amidst Life's Monumental Moments



Sedona, AZ (January 31, 2023) – Sedona's foremost luxury resort, <u>L'Auberge de Sedona</u>, announces its newest guest experience – The Pursuit of Peace. Offered as an individualized itinerary, The Pursuit of Peace is the ideal offering for those looking to revive and replenish spirits during monumental life moments of all kinds. Sedona, established as a destination for guidance and peace, effortlessly sets the tone for travelers to acknowledge important moments in life. Encompassing the destination's natural healing and spiritual properties, The Pursuit of Peace celebrates life – from meaningful beginnings including friendships, marriages, births and new jobs to impactful closures such as the passing of a loved one, endings of relationships and completion of careers.

L'Auberge de Sedona's ability to foster connections, coupled with the destination's coveted energy, makes for the ideal setting for those looking to honor life's inevitable beginnings and closures. The Pursuit of Peace consists of two distinct experiences – Honoring Beginnings and Embracing Closures – and provides visitors the chance to connect further with their feelings and emotions, reflecting on achievements and hardships and celebrating opportunities and growth.

The Pursuit of Peace utilizes L'Auberge de Sedona's newest wellness offering, Paths of Possibilities. Inclusive of five Paths: Heal, Revive, Transform, Reconnect and Surround, visitors are invited to choose the Path that is most aligned with their state of life and intentions. Paths, designed as an intimate space for personal transformation and balance, help guests feel enriched and anew through one-of-a-kind spiritual experiences including signature spa treatments from L'Apothecary Spa, guided holistic experiences and a gourmet lunch themed to each Path respectively. Guests can partipcate in Paths of Possibilites standalone or through custom itineraries from The Pursuit of Peace. See additional details below.

Honoring Beginnings

New beginnings present endless opportunities to learn, grow and evolve. To begin again and start a new chapter is worth embracing and celebrating. Whether traveling to Sedona to celebrate an upcoming marriage, prepare for the arrival of a baby, or commemorate a breakthrough moment with a solo trip, L'Auberge de Sedona provides guests with mental clarity and relaxation. Regardless of the circumstance, L'Auberge de Sedona is bound to help guests connect with nature and further awake the soul with the following experiences:

- Energy re-alignment session to rid energy no longer needed
- Personal crystal reading for intention setting and selection of appropriate crystal to guide guests on a new journey
- Personal tarot card reading to uncover patterns and truths and experience a new, profound connection with oneself or a painting class to maximize visualization and manifestations
- Select a piece of crystal jewelry from L'Apothecary Spa to honor the occasion, release blocked energy from within and prevent bad energy from entering
- Paths of Possibility recommendation: Surround or Reconnect both wonderfully portraying the treasures and simplicity in life as guests can escape the everyday and explore the wild beauty of Sedona

Embracing Closures

Endings, though daunting, are empowering – helping to build resilience and provide hope. Reflecting upon mankind's meaning and symbolism behind water, L'Auberge de Sedona invites guests to cleanse and heal, starting from the inside out. Framed by the glistening water of Oak Creek Canyon's gently meandering creek, the resort offers an unparalleled and singular setting; combining the majesty of Sedona's Red Rocks, the soothing creekside setting and the power of the destination's world-renowned vortexes. Those embracing endings can participate in the below:

- A L'Apothecary Spa blending experience to help calm and reset through aromatherapy
- An afternoon of creekside journaling to navigate events and stresses and a guided meditation session to focus on the present moment
- Reiki session to encourage relaxation and relieve tension throughout the body
- Chakra Reboot session with specially curated elixirs to release negative energy and nurture physical and emotional well-being
- A sound healing experience to reduce stress, tension and improve sleep
- Paths of Possibility recommendation: Revive or Transform both perfect options for those seeking to balance and restore energy while grounding themselves further within Sedona's healing nature

In addition to The Pursuit of Peace, guests can enjoy <u>L'Apothecary Spa</u> signature massages, facials and body treatments designed by highly-attuned local practitioners. Here, year-round and seasonal treatments highlight a balance of traditional and apothecary-inspired elements. Additionally, guests can further immerse themselves in Sedona's natural healing properties through holistic experiences offered at the spa. Led by local experts, these offerings range from guided meditation and chakra balancing to sound healing, private tarot card readings and more. Guests can also partake in a number of daily resort activities, inclusive of metaphysically-

immersive masterclasses and unique art experiences, all curated specifically based on the season. The resort's premier culinary destination, <u>Cress on Oak Creek</u>, features nationally-recognized fine dining and naturally-immersive creekside fare served along the banks of Oak Creek or indoors with floor-to-ceiling views of the creekside respite. The approachable-yet-elegant Cress Bar offers elevated casual cuisine alongside an expertly-curated beverage list within an artistically designed setting.

For more information on L'Auberge de Sedona and "The Pursuit of Peace," please visit <u>https://www.lauberge.com/blog/lauberge-sustains-the-pursuit-of-peace/</u>

or call (844) 207.9099. Pricing is available upon request. For more information on "Paths of Possibilities," please visit <u>https://www.lauberge.com/spa/spa-packages/</u>

###

About L'Auberge de Sedona:

Nestled on the banks of Oak Creek in Sedona's renowned Red Rock region, L'Auberge de Sedona features 62 luxury cottages, 21 traditional lodge-style guest rooms and a beautiful, standalone five-bedroom Creekhouse. Several of the property's luxury Cottages include an outdoor, open-roof cedar shower that allows guests to enjoy the warmth of rain-head shower water, while feeling refreshed from the cool outdoor air and enjoying the starry night views. The property offers a distinctive dining experience with creekside culinary concept, Cress on Oak Creek. Complementing the property's transcendent natural beauty and level of luxury, L'Auberge de Sedona's culinary program features everything from nationally recognized fine dining to naturally immersive Creekside fare. The resort's L'Apothecary Spa allows guests to become closer to the outdoors throughout each season of the year. Surrounded by nature and accompanied by the soothing sounds of crisp Oak Creek, singing birds and the rustle of winds, L'Auberge de Sedona's creekside cabana invites guests to awaken their senses and experience invigorating treatments inspired by nature, itself. Curated by Goldenstein Gallery, the resort hosts a natural art gallery of pieces in various mediums around the property and offers the opportunity for guests to interact with local artists as they work on their craft. The resort taps into the studies of the metaphysical with locally-inspired immersive classes including: Crystal Introduction and Meditation, Sound Healing, Welcome Reading and Astrology, Intro to Vortexes- Energy Sedona, and Intro Reiki, Chakra, and Energy Healing. Minutes away, the treasures of Sedona await with numerous art galleries and boutiques as well as outdoor activities including golf, hiking, horseback riding, jeep or helicopter tours, fishing, and hot air balloon rides. L'Auberge de Sedona is approximately 90 min. from Phoenix Sky Harbor International Airport.

Media Contact:

The Brandman Agency Julia Wagner, Account Executive T. +1 818.519.4152 E: Julia@brandmanagency.com