

JW Marriott Desert Springs Resort & Spa
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JW MARRIOTT DESERT SPRINGS RESORT & SPA KICKS OFF 25th ANNIVERSARY PREPARATIONS

Highlights include \$25 million resort and golf course renovations, plus an all new restaurant, retail outlet and more.

Palm Desert, CA -- In anticipation of the award-winning [Palm Desert resort](#)'s 2012 "silver anniversary," Southern California's renowned JW Marriott Desert Springs Resort & Spa is announcing a host of exciting updates in an effort to enhance the property's overall guest experience. These \$25 million improvements include extensive renovations to the resort's Ted Robinson-designed Palm golf course, a refresh of the 884 guestrooms and suites, the addition of Fisherman's Landing as the latest dining option and new retail outlets, including Sunnylands Chocolate Factory and Zoetic Health & Fitness, set to open their doors in October.



Golf Course Renovations – Upgrades to the resort's acclaimed Palm Course will include new tees, bunkers and USGA-specified greens on each of the 18 holes. Ted Robinson, Jr. is working to bring back much of his father's original design for the [Desert Springs golf](#) course while creating some unique new features that will bring a fresh and distinctive look to the course's already picturesque layout. This \$1.5 million project began in May and the course will re-open at the end of October.

Room Rejuvenation – The resort's 884 guestrooms and suites will be updated to include new beds and bedding, artwork, carpet, drapes, paint and headboards. The guest corridors will also receive new carpet, paint, artwork and wall treatments. The resort anticipates the work to be completed by the end of 2011.

Fisherman's Landing – Adding to three existing Fisherman's Market locations throughout Southern California, the Fisherman's Landing will offer a variety of signature, award-winning seafood favorites. This new [Palm Desert restaurant](#) will be located near the Golf Pro Shop, Oasis Pool complex and Colonnade of Shops. The restaurant is scheduled to open in November 2011.

Sunnylands Chocolate Factory – Scheduled to open on September 2, 2011, Sunnylands Chocolate Factory will offer a vast selection of gourmet chocolate treats, in addition to two dozen varieties of caramel apples and a menu of specialty items that includes dipped strawberries, marshmallows and pretzels, in addition to s'mores, rice krispy treats and mint oreo bark.

Zoetic Health & Fitness – In September, the resort will launch an all-new partnership with Zoetic Health & Fitness (<http://www.zoeticfit.com>), offering all-inclusive wellness programs seeking to educate and encourage guests to obtain and maintain a healthy lifestyle through physical fitness, relaxation, nutrition and education.

"With our 25th Anniversary just around the corner, we are very excited to showcase the newly rejuvenated Desert Springs to our guests," said Ken Schwartz, General Manager of Desert Springs. "We are continually seeking ways to enhance the overall guest experience, and this revitalization will ensure that Desert Springs continues to exceed the expectations of our valued guests for the next 25 years."

For additional information on the JW Marriott Desert Springs Resort & Spa, please visit www.marriott.com/ctdca.

About JW Marriott Desert Springs Resort & Spa

JW Marriott Desert Springs Resort & Spa, located in the heart of California's Coachella Valley and framed by three majestic mountain ranges, is a sprawling oasis offering a remarkable contrast to the stark beauty of the desert. The AAA Four-Diamond property opened in February 1987 and is one of the largest resort and convention complexes in the southwestern United States. The resort's 884 guest rooms and suites are located in wings surrounding swimming pools, lakes, verdant fairways, lush gardens and manicured lawns. Guest rooms are spacious and include separate tubs and showers, CD players and private balconies. The resort boasts an award-winning 32,000-square-foot spa and recreation facilities that include two Ted Robinson championship golf courses, an 18-hole putting course, 20 tennis courts, basketball courts, lawn croquet and biking. www.marriott.com/ctdca.