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**MOUNTAIN MODERN ANNOUNCES EXPANSION WITH PLANS TO OPEN
SECOND LOCATION IN SEDONA, ARIZONA**

Following the acquisition and renovation of Sedona Real Inn & Suites, Mountain Modern Sedona will open its doors in Spring 2025

SEDONA, Ariz. (October 31, 2024) – Crystal Creek Hospitality is thrilled to announce the acquisition of Sedona Real Inn & Suites and extensive renovation plans, marking the expansion of the company's popular [Mountain Modern](#) brand to Sedona, Arizona. Curated for the modern adventurer, Mountain Modern Sedona will preserve the southwestern charm and legacy of the former property while introducing a stylish yet functional design across its eight buildings featuring 89 oversized rooms, studios, and suites; a pool; a destination-inspired culinary concept; and a community-oriented lobby catered for the adventure traveler that's eager to experience everything Sedona has to offer. The opening of Mountain Modern Sedona will also mark the brand's second location outside of its debut location in Jackson Hole, WY.

"We are thrilled to introduce the Mountain Modern brand to Sedona," explains Robert Nolan, co-creator of the concept launched in 2017 and Chief Operating Officer of Crystal Creek Hospitality. "Mountain Modern has always been a pillar of playfulness and approachability, offering the ideal home base for year-round adventure. With its prime location, frontier flair and vibrant design, we believe our new Sedona property will resonate deeply with travelers seeking to truly experience the destination to its fullest and connect with fellow adventurers."

Designed by Phoenix-based architecture and design firm [RSP](#), Mountain Modern Sedona will uphold the brand's functional yet contemporary, destination-inspired aesthetic — thoughtfully woven throughout the property's full-fledged renovation that will be fully completed in spring 2025. Already underway, the renovation will include a full refresh to the property's 89 expansive rooms, studios and suites – many of which feature patios, balconies, and fireplaces in addition to an unmatched layout and premium amenities unlike any others found in Sedona. High-touch, practical and innovative features will be found throughout the practical-meets-playful accommodations designed with juniper green accents, including custom gear walls offering year-round storage for hiking boots, walking sticks, backpacks and more, in addition to more thoughtful amenities that offer doses of whimsy tailored to the modern outdoor enthusiast. Two of the studios will also be transformed into wellness-centric retreats, both featuring a dedicated area equipped with Peloton bikes, yoga and fitness gear, and wellness programming linked to their rooms catering to the fitness-minded traveler.

With careful consideration to preserve the original property's natural charm while adding contemporary touches, the lobby will open up to the pool and expansive deck. Inside the bright and warm lobby, guests will enjoy Southwestern-style fireplaces and communal seating for a convivial atmosphere, with spaces to gather following the day of adventure. Sedona-inspired design will grace the lobby, most strikingly found in a large screen behind the front desk that will feature iconic video scenes of the destination, captured by renowned photographer Ryan Sheets.

With the expansion will also come the introduction of a new bar and destination-inspired culinary outlet thoughtfully designed to encourage conversations and nurture connections amongst travelers during meals in a laid back atmosphere. Here, guests can enjoy all day dining on a menu featuring fresh healthy favorites and Southwestern-styled bites to fuel days filled with activity. An ambient bar serving wine and beer will enhance the lobby, adjacent to a nearby outdoor deck decorated with communal seating and outdoor firepit – creating the perfect scene to unwind following afternoons filled with hiking, biking, sightseeing and more.

Throughout the property, guests will also find a bike station boasting all the necessary tools for mountain bike tune-ups and washing after hitting the trails; brand new multi-use event space to accommodate small groups and retreats; and Mountain Modern's signature 'Wise Guides'—a group of local legends brimming with insider knowledge—offering guests the best tips on everything from top hiking trails and mountain biking spots to the best views of Sedona's natural geology and favorite local eateries, ensuring the most enriching experience possible in the destination. Not to mention, an expansive outdoor park will continue to accommodate guests traveling with pets – the property is extremely dog-friendly, and provides treats, dog beds, and travel bowls to ensure an enjoyable stay for furry friends.

"Mountain Modern Sedona is perfect for the adventurous traveler, providing the ideal basecamp for those eager to explore and connect with like-minded travelers," shares General Manager Stephanie Orbe. "With its thoughtful design, community-oriented spaces, and prime location, Mountain Modern Sedona will be unlike anything in the destination and encourage travelers to soak in the beauty and special energy of this incredible destination."

Guests are encouraged to 'choose their adventure' during their Mountain Modern stay at Sedona's ultimate adventure basecamp — soon offering a functional and contemporary property update, new amenities, and refreshed programming to come. Reservations to stay in some of the newly renovated rooms are now available to book [here](#). For more information about Mountain Modern Sedona please visit: MountainModernSedona.com.

MEDIA ASSETS

Images of Mountain Modern Sedona can be found [here](#).

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About Mountain Modern

Originally opened in 2017 in the heart of Jackson Hole, Mountain Modern disrupts the textbook hotel experience with its destination-inspired stylish design, vibrant atmosphere, whimsical amenities and more, all at approachable rates. Now opening in Sedona in the Spring of 2025, the Mountain Modern brand will expand beyond the Mountain West to bring the perfect home base for year-round adventure to another incredible outdoor-centric destination. Whether looking to take a hike, enjoy a mountain bike ride, take in the iconic views or more; Mountain Modern is the ideal basecamp for embarking on the destination and exploring all of the bucket-list adventures that Jackson Hole or Sedona has to offer. For more information about Mountain Modern Sedona, please visit: MountainModernSedona.com.