



## FACT SHEET

**BACKGROUND:** Mii amo opened in January 2001 as a 16-room, all-inclusive destination spa resort located within Boynton Canyon in Sedona, Arizona. The Sedona mystique and Native American wisdom combine with the backdrop of the canyon to promote wellbeing through mind, body and spiritual therapies. Highly-trained therapists, signature treatments, delicious mindful cuisine, abundant activities and customized packages define Mii amo. We are honored to have twice been named #1 “Domestic Destination Spa” by *Travel + Leisure* and #1 Best Destination Spa by *Condé Nast Traveler*.

**NAME:** Mii amo, a destination spa is defined as, “Journey,” or “to continue one’s path” or “moving forward” in Yuman, a Native American dialect.

**LOCATION:** Mii amo is located on the grounds of Enchantment Resort, a 70-acre property in Boynton Canyon in the red rock country of Sedona, Arizona. It is a two-hour drive north of Phoenix, at a cooler elevation of 4,600 feet. One’s room key opens the gate to the Secret Mountain Wilderness in the Coconino National Forest, allowing direct access to the Boynton Canyon Trail and over 250 miles of the Sedona’s scenic hiking and biking trail system.

**INSPIRATION:** The creation of this destination spa was inspired by one of the most spectacular natural settings on earth, Boynton Canyon, and by the Native American culture that graces the region. The Yavapai-Apache consider Boynton Canyon a sacred place, the site of their creation story. Enchantment Group commissioned Gluckman Tang Architects, known for their sensibility to art and light in projects like The Georgia O’Keeffe Museum in Santa Fe, the expansion of the Whitney Museum of American Art in New York City, and the Museo Picasso Malaga in Spain. Mii amo embraces the surrounding natural beauty of Boynton Canyon with a contemporary yet organic architecture that echoes the Anasazi architectural aesthetic. *The New York Times* cited it as one of “The Decade’s Most Influential New Hotels” and The Chicago Athenaeum Museum of Architecture awarded it an American Architecture Award.

**DESCRIPTION:** The 24,000-square-foot spa is comprised of a two-level main building, plus 16 casita accommodations arranged around interior courtyards. Nestled in the natural slope of the canyon with maximum views of the red rocks, the design utilizes simple lines, monumental forms and pure materials like adobe brick, wood and indigenous stone to blend organically with the surrounding environment. In deference to the stunning beauty of Boynton Canyon, the buildings are designed as a series of shifting volumes, clad in earth-toned stucco with accents of brick and stone. Natural light and water are recurring themes, and interior and exterior spaces flow into one another, making the building easily adaptable to the seasons.

The signature form is a 172-foot-long horizontal spine from which rise five adobe brick towers inspired by the cliff dwellings of the Anasazi. On the ground level, amid pools and communal areas, the Crystal Grotto, a sky-lit room with an earthen floor, serves as the focal point of the spa experience. The design is at once modern and ancient, representing a contemporary application of many Anasazi ideas.

Eighteen spacious treatment rooms are located on the second level with chapel-like privacy and either windows overlooking the canyon or natural light wells. Five outdoor treatment areas, inspired by Native American “wikiups” (ancient tribal housing structures) offer exceptional views of the canyon.

**CRYSTAL GROTTOS:** The Crystal Grotto is the heart and soul of Mii amo. The circular space connects earth and sky via an earthen floor and domed ceiling, with a circular aperture directed at the sun on the summer solstice. The circle is a symbol of wholeness, and the Crystal Grotto is used as a place for meditation and affirming one's intention for the day. Each morning a Mii amo team member will gather for a daily ritual to set an, "intention of the day." This morning ritual can include sage, singing bowls, drumming and other ceremonial pieces.

There are four large crystals placed facing the "four corners of the world," to bring all positive energies to this focal point. They are placed as listed below.

East - Red Jasper: (Red) Nurturing Energy, Balance in life and Sexuality  
West - Rainbow Obsidian: (Black) Healing, Protection, Divination and Peace  
North - Selenite: (White) Healing, Power, Love and Protection  
South - Citrine: (Yellow) Money, Luck, Personal Power and Healing

The water fountain in the middle is a petrified log and has water and light flowing thru the middle. The crystal on top is a Quartz Crystal Cluster.

**GUEST ROOMS:** 16 casita accommodations (14 spa guest rooms and two spa suites) are housed in six two-level buildings with courtyards and an outdoor fireplace. The Mii amo Luxury Suite includes an enclosed patio with outdoor whirlpool, fireplace and shower, as well as an indoor treatment room. All guest rooms include:

- Signature blue Mii amo spa bathrobe and spa sandals
- Private patio
- Gas beehive fireplace
- Deep soaking tubs
- High-speed wireless Internet, TV, two-line phones

**FACILITIES:**

- Indoor pool ringed by semi-private sitting areas and fireplace
- Outdoor lap pool and spa whirlpool with open deck, shaded sitting areas and spectacular views of the canyon
- Dedicated Watsu pool in private, outdoor wikiup
- Couples treatment room, hydrotherapy room, Vichy shower
- Fitness and movement studio with windows overlooking the red rock canyon
- Grass lawn for yoga, stretching and fitness classes
- Upper terrace for post-treatment relaxation with canyon views
- Library with fireplace
- Men's and women's locker rooms with sky-lit whirlpool baths, sauna, steam room, showers, and lounge areas
- Mii amo boutique, offering organic body and skincare products, clothing, books, CDs, jewelry, Mii amo's Private Collection body products and more.

**SPA PACKAGES:** All-inclusive packages of three, four, or seven nights include three daily meals at Mii amo Café, private consultation, fitness classes, activities, workshops, use of spa facilities and nightly gifts. Package rates vary depending on season, occupancy and room type.

Each Journey is inclusive of a spa credit, which varies by length of stay. Guests are invited to co-create their itinerary with the guidance and expertise of Mii amo's Journey Guides.

3 Night Journeys include a credit of \$1,290.00  
4-Night Journeys include a credit of \$1,720.00  
7-Night Journeys include a spa credit of \$3,010.00

**RETREATS** Retreats are offered throughout the year, offering guests the opportunity to explore a specific theme in-depth with activities and sessions led by experts. Retreats are an added benefit to a guest's Journey.

**WORKSHOPS:** Offered on an ongoing basis, these 60-minute sessions are designed to enlighten guests on the basics of a particular topic such as how to meditate, the power of color and stress management.

**TREATMENTS:** Restorative and transforming treatments and therapies are performed by intuitive, highly-trained and certified therapists. Treatments last a full 60 or 90 minutes and include massage, body scrubs, wraps, facials, Reiki, Cranial Sacral, hydrotherapy baths, Ayurveda and Watsu.

Unique to Mii amo are Specialty Treatments, created exclusively for our guests. These include Native American-inspired treatments such as the Mii amo Grotto Blessing and Inner Quest; Spirit of the New Moon and Spirit of the Full Moon; intuitive treatments such as Harmony, Psychic Massage and Aura-Soma Color Reading, among others.

**PRODUCTS:** Mii amo uses natural, botanical extracts and essential oils, and takes great pride in incorporating Mii amo's Private Collection, Éminence, Lucrèce and LaBella Donna skincare lines into treatments and therapies.

**DINING:** Mii amo Café is a core component of the immersive, restorative Journey experience. Created using fresh, seasonal ingredients, much of which are sustainably sourced from local organic farms and the chef's own kitchen garden, the cuisine is healthful and nutritious while bursting with unique, imaginative flavors. Every dish and beverage, from the fresh smoothies and juices to the main dishes and desserts, is presented simply and artfully with the intention of delighting, nourishing and meeting the individual needs of all who dine here. A selection of light fare is offered poolside. The Juice Bar features a broad selection of fresh juices and smoothies. Organic and biodynamic wines are available, as well as spirits. The café is open daily for breakfast, lunch and dinner.

**FITNESS:** A variety of group classes such as Yoga, Aqua Fitness, Barre Conditioning and high-intensity interval training are offered daily. Personal training sessions are also available.

**ACTIVITIES:** Guests may choose from more than 100 activities weekly focusing on fitness, cooking, mindfulness, creativity and Native American culture. Guided hikes and mountain bike excursions encourage guests to take advantage of Mii amo's proximity to Sedona's many spectacular trails. A sampling of guest activities include:  
**Fitness:** Yoga, Pilates, Bosu, sculpt, cardio dance, hiking and mountain biking  
**Culinary:** Juicing 101, cooking demonstrations, organic gardening and composting, Journey of Teas  
**Meditative:** labyrinth walk, guided meditation, chanting,  
**Creative:** Photography, Vision Board Collage Making, Watercolors  
**Native American:** Flute performances, live art demonstrations, the history of Boynton Canyon

**WHAT'S NEW:** **Canyon Bathing:** Mii amo introduces its Sedona spin on the Forest Bathing trend with Canyon Bathing, encouraging guests to seek in and find a personal connection with Mother Nature. The new, one-hour private experience includes a quiet stroll past native trees on the Boynton Canyon wash, to open meadows with views of awe-inspiring red rock buttes.

**GENERAL MANAGER:** Jim Root, Enchantment Group's Director of Wellbeing and Mii amo General Manager

**OWNER/OPERATOR:** Enchantment Group

**Address:** 525 Boynton Canyon Road Sedona, AZ 86336  
Tel. 928.203.8500 | 866.991.6071  
[www.miiamo.com](http://www.miiamo.com)

**Getting There:** Most major airlines service Phoenix Sky Harbor International Airport (PHX), a two-hour drive from the resort. Private and charter aircraft land at Sedona Airport (SEZ). Car rentals and commercial van shuttles are available at Phoenix and Sedona airports. Universal and Tesla car charging stations are provided at the resort.

**Media Contact:** Wagstaff Worldwide 5443 Fountain Ave.  
Los Angeles, CA 90029 323.871.1151  
enchantment@wagstaffworldwide.com