



CoralTree Hospitality to Manage Poco Diablo Resort in Sedona

DENVER – January 7, 2025 – Tom Luersen, president of [CoralTree Hospitality](#), today announced that the company was awarded the management of [Poco Diablo Resort](#) in Sedona, Ariz. The 137-room resort is nestled among Sedona’s towering red rock formations, offering convenient access to the region’s unlimited outdoor adventures.

“Sedona is a magical destination and Poco Diablo offers an experience that complements the beauty of the region,” said Luersen. “Poco Diablo has long been a favorite for travelers seeking relaxation, adventure and a connection to the area’s rich culture. We are excited to build on the hotel’s legacy by enhancing the resort’s offerings while staying true to the essence of what makes it truly unique.”

Surrounded by Sedona’s iconic red rock, Poco Diablo is located just minutes from the vibrant uptown area. The resort offers 137 spacious guest rooms, dining at the Willows Kitchen & Wine Bar as well as an array of relaxing treatments at the full-service Spa at Poco Diablo. There is an on-site, heated swimming pool and four courts for tennis and pickleball drills, clinics and open play. Poco Diablo offers more than 8,500 square feet of indoor meeting space as well as an additional eight-acre lawn that is ideal for catering events, team-building activities, weddings and social functions.

The resort blends modern amenities with the spirit of the area through a series of curated guest experiences that range from a monthly art program to nightly fireside s’mores, custom outdoor picnic baskets, lawn games, stargazing and more. Poco Diablo also provides guests with access to the nearby Sedona Golf Resort for play on the par-71 course that meanders amidst the stunning red rock scenery.

The resort will join the Outbound Hotels collection of lifestyle hotels and will be rebranded as Outbound Sedona following a planned transformation, expanding on the beauty of its outdoor environment while creating an upscale lifestyle option complete with an elevated spa experience, renovated guest rooms and reimaged public spaces. CoralTree currently manages Outbound Mammoth in California.

About CoralTree Hospitality

CoralTree Hospitality is one of the fastest growing hospitality management companies in the United States with more than 35 hotels, resorts and residential rentals. Formed in 2018, Denver-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. The company also embraces each team member with brand pillars focused on serving from the heart and empowering experiences. CoralTree recently was named the No. 4 best small company to work for in Colorado in the annual Denver Post, Top Workplace survey. The company has developed a variety of initiatives to better serve its team members, communities, stakeholders and customers including Bloom, an environmental sustainability program, and CoralTree Cares, which is the company’s philanthropic platform. The collection includes independent, branded and soft-branded properties in key metropolitan areas and resort markets including Denver, Chicago, San Francisco, San Diego, Los Angeles, Snowmass, Vail, Maui, Orlando and Lake Tahoe. CoralTree is a wholly-owned subsidiary of Los Angeles-based Lowe, a real estate investment, management and development firm. For more information, visit www.CoralTreeHospitality.com.

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