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MIRAMONTE
INDIAN WELLS
RESORT & SPA

Property Information

Miramonte Resort & Spa is a classic California-style resort property, with Tuscan-themed two-story villas wrapped in bougainvillea. For nearly 60 years, this iconic Palm Springs-area destination has lured guests with its unrivaled beauty and access to world-class amenities.

- Enjoy special guest access to Indian Wells Golf Resort and their famed Players Course, ranked in Links Magazine's "Top 10 Municipal Courses in America"
- Retreat to the 12,000-square-foot award-winning Well Spa for an afternoon of wellness and relaxation
- Book a private cabana and order takeout lunch poolside at the main resort pool, or explore the secluded Hideaway Pool or the Cool Water Pool tucked away in the resort courtyard

Gardens, Golf, and Glorious Desert Scenery

HOTEL FEATURES	
ACCOMMODATIONS	215 Guestrooms including 23 Suites
INDOOR MEETING SPACE	20,000 square feet
OUTDOOR SPACE	15,000 square feet
RESTAURANTS	One onsite restaurant and bar
AMENITIES	Wellness programs including 24-hour fitness center and yoga, three pools, including a quiet pool and hot and cool water retreats
SPA	Well Spa
LOCATION	15 miles from Palm Springs International Airport and just a two-hour drive from Los Angeles, Orange County or San Diego.

CoralTree Hospitality

This major website launch involved refining the brand voice and creating landing and about pages, dozens of property profiles, executive bios, and B2B messaging pages for a luxury hospitality management company.

CoralTree Hospitality's branding process involved messaging from the brand pillars on up—helping clarify that this innovative newcomer was the brainchild of industry vets and vanguards. I worked with them to create a voice for their web copy and other collateral that rose to the level of their mantra "travel is good for the soul," sidestepping the usual B2B marketing tone and embracing the warmth, sophistication and authenticity that define their properties and their business approach.

I took the descriptions of their property portfolio one step further with leisure/travel writing to incorporate a sense of place that helped define each property as a destination.

BRANDING COPY





About Us

Creating Travel Experiences That Inspire

Dancing on a terrace at sunset, kicking back by a fire pit with a local brew in hand. The crash of waves drifting through an open window. The last spoonful of the best molten chocolate cake you've ever had.

These nurture our culture—the belief that travel fills us in a way that nothing else can, and reminds us how good it is to play, rest, savor, experience and connect.

At CoraTree we help create and manage properties that are woven deep into the community fabric, where guests can experience a true sense of place, and find delight and belonging.



CoraTree Hospitality was formed by Tom Luersen in 2018 with the vision of providing leaner, smarter, more thoughtful services to the destination hotel community. It was a beginning born from an ending, with the acquisition of Two Roads Hospitality by Hyatt. CoraTree formed shortly after, from a hand-picked group of the best and the brightest Two Roads and Destination Hotels executives who embodied a passion for travel and its power to change lives. This was a chance to take the best of decades of expertise, throw out what hindered success, and embrace a mindset shift of organizational transformation: from profit to purpose, control to empowerment, strict planning to experimentation, privacy to transparency. All in service of the belief that travel is good for your soul.

Now, as a wholly owned subsidiary of private real estate company Lowe, CoraTree provides 50 years of proven experience as owners, developers and managers of world-class independent luxury and lifestyle hotels and resorts. Our solutions-based approach to boutique and independent hotels as well as larger brands elevates the guest experience to one of connection and inspiration. CoraTree's focus on the management of one-of-a-kind, quality properties and consistently excellent financial performance is what separates the management company from traditional hotel owners and operators. We bring value to owners through property performance and culture, and we know our approach resonates—just four months after its inception, CoraTree was named to the list of top independent hospitality management companies by Hotel Business magazine. We proudly serve an ever-growing list of hotels and resorts within our collection, including Terranea Resort in Rancho Palo Verde, CA; The Woodlands Resort in Woodlands, TX; Town and Country Resort, San Diego, CA.

[View our entire portfolio.](#)



PROPERTY PROFILES



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Gardens, Golf, and Glorious Desert Scenery

Garden paths replace hallways at Miramonte Indian Wells—the luxury rooms, suites and villas interwine among the rolling acreage tucked in a cove of the Santa Rosa Mountains. It's a haven of lush landscapes as well as cultivated beauty, and a setting that has drawn visitors for generations.

- Guests love to golf, tennis, hiking, biking, or simply soaking in the peaceful desert atmosphere and stunning mountain views.
- With year-round sunshine and a backdrop of desert mountains and towering palms, golfers relish their rounds at the famed Celebrity and Payers courses.
- The resort nestles among 11 acres of olive trees, citrus groves, and rose, herb and vegetable gardens.
- The newest addition to the grounds is the Miramonte Sculpture Garden, a collaboration with award-winning sculptor C.J. Rench that brings nine of his large-scale abstract metal designs to the property.

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This leading luxury hospitality management company needed executive bios created to match their warm, human-centered brand, so we reimagined the format and gave their executive team a voice that wove together the personal with the professional.

EXECUTIVE PROFILES I



Nancy Kem, Vice President of Marketing

Favorite Pillar/Value:
Individuality

[in](#) Let's Connect

Home / About Us / Leadership Team / **Nancy Kem**



Growing up, Nancy Kem loved hotels. She loved the sound of her feet on the marble as she walked, the soft dings of the elevator as she arrived on a new floor to explore; she loved to press her forehead to soaring windows as she gazed out at the view of an unfamiliar city. No sooner would her family arrive than she'd be off on her own, exploring every inch of her temporary home until she knew the ins and outs and began to understand the parts that made up the humming whole of hotel life.

As the vice president of marketing for CoralTree, Kem leads the marketing efforts for the company focusing on both corporate and property initiatives. Her responsibilities range from traditional to digital marketing, guest acquisition programs, branding, public relations, and customer loyalty initiatives.

Kem's hospitality career began as an intern for the Vail Valley Tourism and Convention Bureau (VVICB). She remembers working at the visitor center and fielding guests' funny questions, such as "Where do they store the moguls in the summer?" or "At what elevation do deer turn to elk?" Although she actually doesn't enjoy snow or cold weather, she loved mountain life in summer and enjoyed sharing that experience with people visiting for the first time.

After her internship, she became special events manager for the VVICB and proved to be masterful at multitasking, overseeing 15 employees, 50 volunteers, coordinating festivals and more. She caught the eye of the Boulder Convention and Visitors Bureau and was named public relations manager in 2003. During her tenure, she not only acted as the film commissioner for Boulder Film Commission, she brought national sporting events to the city and secured millions of impressions in media coverage.

In 2005, Destination Hotels offered her an opportunity to bring her skill set in tourism and hospitality to its team as a marketing manager. Over the next 12 years, she demonstrated her marketing expertise and rose to become assistant vice president, loyalty marketing and CRM. When Destination became Two Roads Hospitality, she again proved her prowess and was promoted to vice president. Now as vice president of marketing for CoralTree, she has been instrumental in propelling the brand's awareness through numerous successful marketing initiatives from customer loyalty programs to public relations and digital marketing.

When looking back on her career, Kem is most proud of being a part of the opening team for Teranea, a popular seaside escape in Rancho Palos Verdes, California. As the marketing manager for Destination Hotels, she was involved in all aspects of pre-opening marketing from naming the hotel to watching the doors open on day one. To see a resort from concept to opening and now, a decade later, a thriving destination, is something she often reflects on.

Kem returns to Teranea often for business and personal travel. However, she's part of a globetrotting family and is often traveling the world with her mother and sister. Her travels have taken her to Dubai, Russia, Patagonia, Iceland, Africa and beyond. But her most memorable family trip was in 2019 when she took her mother, sister and niece to Thailand and Laos, where they explored temples and markets, cruised the Mekong River, took part in the almsgiving with monks and even played in the river with elephants. The ultimate highlight was watching her 10-year-old niece experience the wonder and awe of seeing a new land, a new culture and falling in love with travel too. Her niece became a world traveler on that trip, and Kem can't wait for all of the future adventures they'll share together.


• CoralTree Hospitality

• Co-

• Hospitality


OUR TEAM

EXECUTIVE PROFILES II




Our Food & Beverage Team

Culinary Expertise



Bernard Ibarra
Vice President of Culinary Experiences & Executive Chef - Teranea Resort

Bernard Ibarra's passion for food began with his childhood on a farm on the French side of Basque Country. Ibarra would tag along with his mother to the village markets, captivated by the sights and smells, fascinated by the community of providers



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• Caratree Hospitality



Ben Shapiro
Executive chef - The Eddy Taproom & Hotel

Lawn games, craft beers, a tap room opening to the outdoors, live music, food truck—The Eddy Taproom & Hotel is a quintessential kicked-back Colorado dining concept, and one that suits local chef Ben Shapiro as easy as breathing. He's the kind of chef who loves ... [\(Read On\)](#)



John Drugan
General Manager, The Eddy Taproom & Hotel

From the shores of Palm Beach, Florida to the pristine mountain village of Telluride, Colorado, John Drugan's career has taken him to some of the country's most fabulous resorts—and he ... [\(Read On\)](#)



Giorgio Ferrero
General Manager and Wine Director, Sorriso Modern Italian Kitchen (The Westin at The Woodlands)

Despite working side by side with some of the finest chefs in Europe and the U.S., it was Giorgio Ferrero's family who first taught him the love and respect for food and wine that is part of their tradition. Born in Turin in Piedmont, Italy, Ferrero went on to study oenology as ... [\(Read On\)](#)

