



**FOR IMMEDIATE RELEASE**

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**THE PALMS HOTEL & SPA COMPLETES \$20 MILLION RENOVATION PROJECT "INSPIRED BY NATURE",  
EARNS AAA 4 DIAMOND AWARD AND BECOMES MEMBER OF PREFERRED HOTELS & RESORTS**

Miami Beach, FL (February 1, 2010) – The Palms Hotel & Spa in Miami Beach enters a new decade with the completion of a luxurious \$20 million enhancement project and two new exemplary designations, which include a AAA 4-diamond rating and membership in the iconic *Preferred Hotels & Resorts* program.

Reintroducing itself as one of South Florida's most exclusive independently owned hotels, where wellness and environmental awareness are at the center of each guest experience, The Palms announced the project's completion with a private *Reinvention Celebration* on January 15, 2010. The extensive 16-month enhancement project, which includes a 5,000 square-foot flagship AVEDA destination spa and salon, **The Palms Spa**, a new signature restaurant and lounge, **Essensia**, beautification of the pool and garden facilities, renovated meeting and event facilities and upgrades to the lobby areas, further the hotel's long-term commitment to providing guests with an overall sense of well-being, while highlighting the hotel's inspiring natural surroundings with botanical and coastal design elements.

"Through the years, our family has always sought to improve our product", said Katja Janzon, Vice President and Co-Owner at The Palms Hotel & Spa. "The reinvention of The Palms is by far my favorite undertaking. No stone was left unturned as we thoroughly evaluated years of guest feedback. We have made sure all guests' needs are addressed so they will remember their stay for its complete offering, and leave with a generally improved sense of well-being."

All 251 guestrooms rooms, including 155 city view rooms, 79 oceanfront rooms, 13 superior oceanfront rooms with sofa bed and extended seating area and 4 suites, were redesigned with



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*Inspired by Nature*



new spa-inspired bathrooms highlighting both style and function, while upgraded furnishings and amenities in the sleeping area offer a more luxurious and sensuous experience. These upgraded offerings along with new services, such as 24-hour in-room dining and daily turn down, elevated The Palms Hotel's status in line with the Standards of Excellence embraced by **Preferred Hotels & Resorts**.

The décor of the renovated guestrooms draws upon the soft hues of sand and sea with custom designed wood furnishings and contrasting fabrics in varying shades of brown, cream and turquoise. Rooms feature pillow-top mattresses and 400-thread count Egyptian cotton linens. Spa-inspired bathrooms highlight all-new fixtures, including rain shower heads and Carrara marble mosaic tiles and a majority of rooms now contain a separate powder room for additional comfort.

The Palms' rooftop suite level features two junior suites with seating area, sofa bed and private balconies overlooking the city, in addition to two one-bedroom oceanfront suites, which offer a spacious living room and oceanfront balconies. Additional guest rooms on this level allow for suites to be extended to 2-bedroom configurations. All rooms are equipped with the most current technological devices, including wireless internet access, flat screen cable TV with on-demand pay movies, two phones, with voicemail and speaker phone, an iPod alarm clock radio, Keurig coffee makers and large work desk.

All redesigned areas focus on bringing in the hotel's serene tropical surroundings, by incorporating earthy, botanical and seaside touches including coral, teak wood, onyx, and shell. Special attention was also given to featuring indoor/outdoor settings with views of the hotel's gardens, including al fresco dining terraces at *Essensia*, beachside Tiki Cabanas for spa treatments and an outdoor seating area at the relaxation room at *The Palms Spa*.

Also vastly enhanced were the hotel's unique event and meeting capabilities. With state-of-the-art audio-visual systems built into its two main meeting rooms and over 8,000 square feet of renovated meeting space across a total of 9 rooms, The Palms can accommodate all types of groups. A variety of outdoor event space options further enhance the spirit of being in Miami for a meeting, celebration or production. The hotel's new executive chef Frank Jeannetti and



pastry chef Gail Goetsch along with an experienced team of catering specialists have launched the year by offering new menus that encompass high-grade restaurant quality cuisine, healthy options and menu customization.

In honor of the project's completion, The Palms Hotel & Spa is running the all-new **REINVENTION** promotion, which includes 15% off best available rates, 15% off spa and salon services and 15% off dinner at Essensia Restaurant and Lounge. This offer is valid on stays of three nights or more through November 30, 2010 and must be booked before April 30, 2010. This offer is subject to availability; black-out dates apply and it cannot be combined with other offers. For more information or to book, please visit [www.thepalmshotel.com](http://www.thepalmshotel.com) or call 1-800-550-0505.

#### **About The Palms Hotel & Spa**

Just minutes from the heart of South Beach, The Palms Hotel & Spa combines genuine service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. Privately owned and managed by The Krause family, who also own the boutique-style Circa 39 in Miami Beach, The Palms sits on its own stretch of beach just 12 miles from Miami International Airport. The Palms Hotel & Spa is a member of Preferred Hotels & Resorts as well as Epoque Hotels. For reservations or further information, please call 800.550.0505 or visit [www.thepalmshotel.com](http://www.thepalmshotel.com)

#### **About Essensia**

Essensia awakens the senses with natural gourmet cuisine and indulgent cocktails in a sensuous and relaxing ambiance. The menu offers patrons a tasteful and wholesome variety of fresh and light worldly fare with a genuine focus on utilizing local, organic, and seasonal ingredients, and a wide selection of low calorie Spa selections. Essensia's exclusive wine list is committed to being completely 100% sustainable, organic or biodynamic and has been selected for sharing Essensia's mission to be good for you and the environment. Essensia is open 7 days per week for breakfast, lunch, dinner and Sunday brunch. The Palms offers complimentary valet parking with dinner, up to 3 hours. For restaurant reservations, please call 305.908.5458.



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### **About The Palms Spa – AVEDA**

The Palms Spa is dedicated to nurturing guests with highly personalized experiences and rituals influenced by ancient Ayurvedic holistic philosophy and enhanced with high performance, natural and botanically derived products in a tranquil atmosphere inspired by nature. Situated in the hotel's lower lobby, the 5,000-square foot facility features a series of multi-purpose rooms including a couple's suite with experience snail shower, an indoor/outdoor relaxation area with steam room, poolside treatment cabanas, a beauty salon, an Aveda retail area and a fitness room. The Palms Spa is open 7 days per week from 9:00am to 9:00pm. For more information and appointments, please call 305.908.5460.

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