

Take the Plunge: A South Florida Beach & Golf Getaway



The Plunge Hotel opened in 2017 and offers a myriad of entertainment choices. Credit: South Florida Business Journal

LAUDERDALE BY THE SEA, Fla. – There are not too many places remaining in South Florida where someone can find a hideaway beach resort. One of those places, however, is **Plunge Beach Hotel** in Lauderdale by the Sea.

Located on Highway A1A a few miles north of the high-rise hotels of Fort Lauderdale Beach, **Plunge Beach Resort** is a 163-room hidden gem set along one the better stretches of sand in South Florida.

“We give our guests a chance to disconnect in a casual atmosphere,” said hotel General Manager **Tom Mulroy**. “We have really re-energized the entire town.”

That atmosphere and energy includes the terrific Backflip beachfront bar/restaurant; Octopus restaurant; and lobby Bean & Barnacle coffee shop and market. Backflip, open from daily 11 a.m. to 11 p.m., is a favorite of guests and locals.

"It's really the anchor of our food and beverage operation because it's on the beach," Mulroy said.



Plunge offers a variety of dining options. Credit: Plunge Beach Hotel

Plunge Beach Hotel, which opened in April 2017, is the result of the merging of previously closed hotels. Each of the buildings and guestrooms were gutted and completely refurbished the ocean colors and themes. The Bungalow Building, for example, features a variety of room options ocean views and kitchenettes, making Plunge an ideal destination for longer stays.

Whether the stay is one night or multiple nights, there is plenty to do in Lauderdale by the Sea, including wreck diving, fishing, parasailing and golf. Four golf courses – Jacaranda, Inverrary, Palm-Aire and Crystal Lake, each are within easy driving distance of Plunge.

"Golfers like our hotel and beach experiences," Mulroy said. "We provide whatever packages they need, from tee times to transportation."