



NEWS



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# New Luxury Dalmar Hotel Will Make a Splash in Fort Lauderdale



The rooftop Sparrow Bar at the Dalmar

Set to debut at the end of this summer is the Dalmar, a new-build luxury lifestyle hotel in the heart of Fort Lauderdale. The property will open as part of the Tribute Portfolio, Marriott International's high-design collection brand. Rising 25 stories, the property will have 209 guest rooms, including 44 suites, all featuring iPad technology, keyless room entry and in-room Amazon Alexa automation.

For meetings, the hotel will provide 14,000 square feet of flexible space, including a 5,000-square-foot outdoor venue named the Garden, thanks to a tropical setting able to accommodate up to 200 people. Other features include the rooftop Sparrow Bar, with mid-20th-century

modernist décor that evokes "the golden age of American travel"; an infinity pool; a fitness center, and a yoga studio.

Dining will take place in the Terrace Grill (for lunch and dinner), with its wraparound outdoor veranda; Rose's Coffee Bar; the Sip 'N Dip Pool bar for handcrafted cocktails and tasty bites; and the Lobby Lounge & Bar, open from 7 a.m. to midnight.

"We wanted to push the limit with the Dalmar and challenge the way today's travelers experience hotels," said Jake Wurzak, president of Wurzak Hotel Group, which will operate the property. "The world of hospitality is undergoing a radical transformation, and the Dalmar will be unlike anything Fort Lauderdale has ever seen. Our goal is to provide guests an exciting venue to immerse themselves in authentic and engaging experiences, while celebrating the essence of Fort Lauderdale."

The property is centered between South Florida's three international airports and Broward County business districts. Complimentary shuttles to and from the beach and city center will be available, along with bikes to rent.