



## THE PALMS HOTEL & SPA BRAND OVERVIEW

### MISSION STATEMENT

Creating a vacation experience of total well-being, inspired by nature

### FIVE WORDS

Natural. Experienced. Relaxed. Tropical. Conscious.

### BACKGROUND

Just minutes from the heart of South Beach, with a city-block of grounds and a pristine stretch of white sandy beach, The Palms Hotel & Spa is a beautiful icon of the Art Deco period, designed by renowned architect Roy F France – the American architect who is credited with creating the Miami Beach skyline. His advice regarding design was, 'Let in the air and sun. That's what people come to Florida for.' The hotel originally opened its doors as the Sea Isle Hotel in 1941. It was purchased by its current owners, the Krause Family, in 1989, renovated and re-opened as The Miami Beach Ocean Resort in the summer of 1992. In the following years, the family continued to modernize and re-position the property, culminating in a 2010 re-launch as The Palms Hotel & Spa. The AAA Four Diamond property is now part of the exclusive Lifestyle collection of Preferred Hotels & Resorts, and one of few independently owned and operated full-service hotels on the beach.

### TOTAL WELL-BEING

Built in a tropical Art Deco style, which has been honed and improved over the years, the hotel is a timeless, warm and laid-back destination marked by vibrant décor and colonial design details reminiscent of the Islands. With relaxed yet refined service it welcomes a sophisticated, international, well-traveled group of guests, including families, corporate groups and wedding parties. With an experienced staff and European management style, The Palms' team aims to create a familiar and friendly atmosphere with attentive, non-pretentious service, enticing many guests to return time-and-time again, choosing to make this hotel their home away from home.

Unlike many of its South Beach competitors, The Palms is what one would describe as a true vacation resort. It's a serene and tropical holiday destination with a boutique-style. The Palms is a place where genuine down-time, pampering and the ability to regain ones' sense of well-being are at the heart of every guest experience. The Palms is perfectly situated on the tranquil northern end of South Beach, in Mid Beach, just minutes from all energetic and happening cultural attractions, world-class culinary scene and entertainment that metropolitan cities like Miami have to offer.

*Inspired by Nature*

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## **INSPIRED BY NATURE**

### **Nature inspires our décor**

The tropical climate, exotic flowers, palms and trees in the gardens, the proximity to the crystalline waters of the Atlantic Ocean, the white sandy beaches, marine life and dune vegetation surrounding our sanctuary – all influence our décor and ambiance. Natural products are used wherever possible, and many furnishings feature patterns and colors inspired by the environment surrounding the property.

### **Nature inspires our cuisine**

Featuring Caribbean-style covered and breezy poolside terraces as well as an indoor dining room styled in the colors and textures of nature, The Restaurant at The Palms delivers down-to-earth dining at its finest, with natural inspiration, sustainable sourcing and tropical ambiance. Patrons feel connected to the elements as well as the natural and tropical gardens of The Palms when dining at The Restaurant. In addition, our Bar specializes in natural wines, all-natural premium cocktails made with organic or craft spirits, herbs and fruits as well as craft beers.

### **Nature inspires our spa**

The hotel's Aveda lifestyle spa is a 5,000-square foot facility, featuring holistic treatments and rituals set to deliver a highly personalized experience to pamper and relax with natural and botanically derived Aveda products. All Aveda products are made of pure flower and plant essences, largely organic and in tune with the environment as per Aveda's core mission "to care for the world we live in, from the products we make to the ways we give back to society".

### **Nature inspires our values**

Environmentally Friendliness is one of The Palms Hotel & Spa's "12 Core Values", promoting green operational initiatives through our comprehensive "Inspired by Nature Program", including programs for reducing, re-using and recycling, quarterly beach clean-ups, an in-house Green Team, participation with the Surfrider Foundation Miami Chapter. The hotel is Florida Green Lodging accredited, has a silver level TripAdvisor Green Leader, and has been awarded several awards for green practices.

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