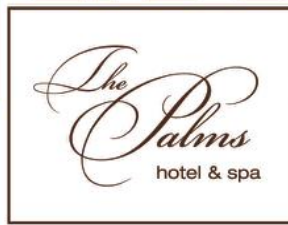




The Palms
hotel & spa

MIAMI BEACH



OVERVIEW & FACT SHEET

A tropical escape amidst the hustle and bustle of Miami Beach, The Palms Hotel & Spa offers genuine service and laid-back sophistication in the heart of the Magic City. Inspired by nature, the oceanfront resort employs a unique emphasis on health and total wellness, with green practices and environmental awareness at the center of each guest experience.

LOCATION:

Just minutes from the heart of South Beach, The Palms sits on an exclusive stretch of **reserved beach**, just **12 miles from Miami International Airport** and nine miles from the downtown Miami business district. The surrounding area offers shopping, art galleries, museums, and cafés. The Miami Beach Convention Center, New World Symphony and the nightlife of Ocean Drive, Lincoln Road, Collins and Washington Avenues are also easily accessible from the resort's Mid-Beach location.

ACCOMMODATIONS:

The Palms Hotel & Spa features **251 newly renovated guest rooms**, including 141 City View rooms, 28 Partial Ocean View rooms, 78 Oceanfront rooms and 4 Suites. Within the Oceanfront category, there are 11 Superior Rooms with sofa beds and 7 Family Connecting Combo Rooms. On the 12th Floor Suite Level, the hotel features two City View Junior Suites with balconies and two One-Bedroom Oceanfront Suites with balconies.

Oceanfront rooms feature **floor-to-ceiling panoramic windows** overlooking The Palms' **tropical gardens, expansive shoreline** and the Atlantic Ocean. Partial Ocean View rooms are located on the third and fourth floors and feature panoramic views of the hotel's tropical gardens and partial views of the ocean. City View rooms offer views of Collins Avenue and the **Miami Beach cityscape**.

The tropical modern room design features a mix of light and dark tropical woods, colorful fabrics, relaxing mood lighting and soothing carpeting designed to mimic the ocean floor.

AMENITIES & SERVICES:

- Valet Parking Service
- Fitness Room
- 24-hour Business Center
- Resort-Wide WIFI
- Pool & Beach Service
- Room Service
- Concierge Service
- Laundry & Dry Cleaning Service
- Gift Shop & Café
- Catering & Event Planning Service

GREEN INITIATIVES & ACCREDITATIONS:

The Palms Hotel & Spa promotes green initiatives through a comprehensive "Inspired by Nature" Program that includes programs for reducing, re-using and recycling, a Fill-A-Bucket beach clean-up initiative and an in-house Green Team. The hotel is Florida Green Lodging accredited with a 3 Palm rating, a Silver level TripAdvisor Green Leader award, and has been awarded the Sustainable South Florida Award in the Green Practices category by the Miami Chamber of Commerce, as well as being a founding member of the City of Miami Beach's #PlasticFreeMB program, along with many other notable accreditations and awards.

PREFERRED HOTELS & RESORTS:

The Palms is part of the exclusive collection of **Preferred Hotels & Resorts**, a trusted resource for finding and booking the world's finest collection of independent hotels, resorts, and residences across the globe. The collection of properties are divided into five distinct collections: Legend, LVX, Lifestyle, Connect, and Preferred Residences. The Palms Hotel & Spa is categorized under the **Lifestyle** collection - a diverse group of premier global properties offering guests memorable moments through authentic and responsive service and local dining that articulate culture and style.





ACTIVITIES & FEATURES

BEACH/POOL:

The Palms Hotel & Spa features a large heated outdoor swimming pool surrounded by **lush tropical foliage** reminiscent of a secret island paradise. Ideal for sunbathing and relaxation, The Palms pool offers **private cabanas**, plush lounge chairs and food & beverage service from The Tiki Bar.

In its backyard, through a private gated entrance, is an expansive stretch of **serene beach**, offering guests exclusive access to lounges, sun umbrellas, beach towels (all included in hotel fee), beach cabanitas, as well as food/beverage service from the property's Tiki Bar.

TIKI CABANAS:

Just steps from the pool, private outdoor cabanas are available in the resort's tropical garden. Furnished with two lounge chairs and table, as well as privacy curtains, cabanas feature **personalized service** from The Tiki Bar. Cabanas with double teak chaise lounge chairs can be **rented daily** and includes Wireless high-speed Internet, 32 inch LED TV, wireless audio system, Icebox, bottled water and 2 additional lounge chairs with towels in front of the cabana

BEACHFRONT CABANITAS:

Private Cabanitas with personalized service located in a **prime beachfront setting** and are also available for daily rental. Beach Cabanitas include an ice bucket, bottled water,

GARDEN:

The Palms' **signature gardens** provide 1.5 acres of lush, colorful surroundings where guests can indulge in quiet relaxation or enjoy an al fresco meal. The gardens are home to a variety of palms, exotic orchids, birds of paradise and two live parrots, Sunshine and Chance. An expansive organic herb and vegetable garden used in the resort's cuisine, plus private tiki cabanas, complete the tropical setting.

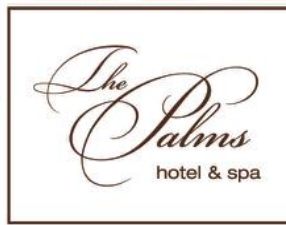
FITNESS ROOM:

Available exclusively to hotel and spa guests, the **24-hour** fitness room features **strength-training equipment**, treadmills and stationary bike, and elliptical cross trainers along with free weights.

YOGA:

Guests can choose to reserve a private small group yoga or meditation session, including classes specialized for the whole family, to be held in the Grand Tiki, the hotel gardens or the beach. Starting from \$50 for a minimum of 2 guests.





FOOD & BEVERAGE

THE RESTAURANT:

The Restaurant at The Palms offers **natural gourmet cuisine** for breakfast (à la carte), lunch and dinner daily.

Featuring an intimate indoor dining room, a large **Caribbean-style covered terrace** and a breezy poolside terrace, The Restaurant delivers a **crave-worthy selection of natural gourmet cuisine** with menus highlighting fresh and flavorful fare to complement Miami's balmy tropical ambience.

The restaurant features an elegant **54-seat indoor** dining room, as well as **a covered terrace** and an **open air poolside terrace** with capacity for **another 70 diners**. The terraces are also available for small groups.

NOTE: The Hotel's Essensia restaurant's farm-to-table concept will be on-hold until late 2021 and thus The Restaurant is operating in its place.

THE BAR:

The Bar is located adjacent to The Restaurant and features an indoor bar and an al fresco lounge area. The Lounge offers an **artisanal menu of Signature Cocktails** hand crafted with organic and premium spirits, fresh fruits and herbs grown as well as craft beers and natural wines.

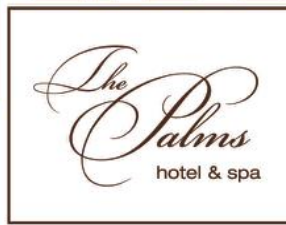
To start or complete your balmy tropical nights The Bar offers a Happy Hour from Sunday to Thursday 4pm – 6pm featuring house cocktails for \$10, select wines for \$7, select beers for \$5 and bites for \$8.

THE TIKI BAR:

The Tiki Bar provides service to both the pool area and the beach, offering classic resort fare, as well as beer, wine and custom created **island-inspired cocktails** and frozen drinks.

The Tiki Bar is open daily from 11:00 am to 7:00 pm.





THE PALMS AVEDA SPA

Inspired by the nature surrounding the resort, the AVEDA lifestyle spa features **holistic treatments** and rituals influenced by **ancient Ayurvedic philosophy** designed to deliver a highly personalized experience.

As the **only AVEDA destination spa in Miami Beach**, The Palms Spa subscribes to the brand's mission "to care for the world we live in" by offering treatments in an environment where beauty works in harmony with "the greater web of life and with nature." AVEDA's philosophy is to nurture the guest's body and soul by pairing high performance, natural and **botanically derived products** with the **ancient science of AVEDA** and the **latest in spa technology**.

FACILITIES

Situated in the resort's Lower Lobby, The **5,000-square foot facility** includes a series of multi-purpose rooms including a duet suite, indoor/outdoor relaxation area with steam room (not currently available), poolside treatment cabanas, a full service beauty salon, a fitness room and an AVEDA retail area. Spa guests have direct access to the hotel's tropical gardens, pool and beach area. Hours of operation are weekdays 11:00 a.m. to 6:00 p.m., and weekends 10:00 a.m. to 7:00 p.m.

SPA SERVICES:

The Palms Spa offers a wide range of massage, skin care and body treatments. While most treatments are unisex, the spa also offers a special "**Just for Him**" menu of services.

Treatments can be customized based on time and desired effect, with options ranging from half-day packages to effective Mini Retreats.

HAIR & NAIL CARE:

In addition to spa services, guests can book **nail and hair care, waxing** and **make-up** services at the full-service beauty salon. The complete line of AVEDA hair, skin, lifestyle and make-up products, along with the vegan luxury nail care line SpaRitual, is available for purchase in the retail area.

STAND OUT SERVICES:

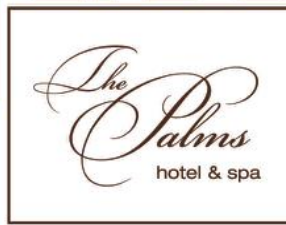
Chakra Balancing Massage

The Chakra™ Balancing Massage is an innovative treatment that incorporates AVEDA's Chakra™ Balancing Blend Aromas and focuses on the seven chakra centers in the body, using a variety of massage techniques and energy work. The massage concludes with a guided meditation to help enhance the benefits of stress-relief, decreased muscular tension and increased energy.

Tropical Island Signature Massage

Renew your skin and relieve your soul with this uniquely customizable massage experience enhanced with delicate tropical aromas b Mālie Organics. Integrate up to three massage modalities with an 80 min service, or two modalities with a 50 min service based on your needs or your therapist's recommendation. Massage modality choices: Swedish, Deep Tissue, Reflexology, and Stretching.





WEDDINGS, MEETINGS & EVENTS

The Palms' laid-back sophistication and **boutique-style exclusivity** allows the resort to create inspired meetings and affairs of all sizes and kinds. With over **8,000 square feet** of meeting and event space, **two ballrooms** and a **total of nine meeting rooms**, The Palms is large enough to accommodate all types of groups, from conferences to incentive groups and production teams, yet small enough to provide personalized service, exclusivity and authenticity.

STAND-OUT ELEMENTS:

OUTDOOR SPACE: The covered **Veranda Terrace**, restaurant terraces and garden areas can be utilized as **beautiful outside function space** for events and meetings of all sizes. The property also features an expansive **Grand Tiki**, which is the perfect location for al-fresco breakfasts or brunches, cocktail receptions or elegant dinner functions.

NATURAL CUISINE: The Palms Hotel & Spa provides customizable **restaurant-grade catering** menus in line with the resort's dedication to fresh **flavors** and **locally-sourced** ingredients.

LOBBY SPACE: In addition to nine meeting rooms and two naturally-lit ballrooms, the resort offers 3,000 square feet of lobby space, ideal for exhibits.

GREEN MEETINGS: The Palms Hotel & Spa is Florida Green Lodging Certified (3 Palms) and a TripAdvisor Green Leader (Silver Level).

HYBRID MEETINGS: State-of-the-art hybrid meeting solutions to make all meeting attendees feel like they are on property through an expert A/V Team which can customize all types of conferencing services in-doors or in one of the many beautiful outdoor areas.

WEDDINGS:

Offering a variety of **indoor and outdoor event space**, The Palms Hotel & Spa specializes in carefully orchestrated celebrations designed to capture a couple's personal taste. The Palms' dedicated team offers **personalized service, natural gourmet cuisine**, access to **top-notch preferred vendors** and laid-back **sophistication** in an unparalleled **beachfront** setting.

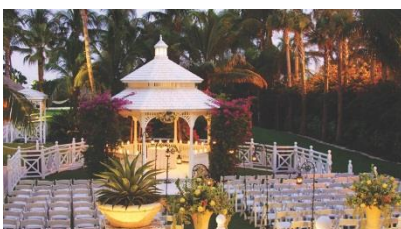
CEREMONY & RECEPTION:

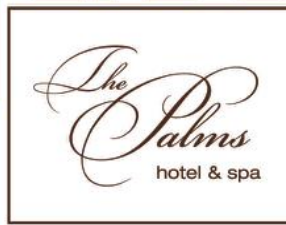
The Palms Hotel & Spa offers numerous picturesque ceremony locations from the resort's **colonial-style wedding Gazebo** to an extraordinary beachfront wedding (subject to permitting by the City of Miami Beach).

The resort features an exceptional choice of **reception venues** from intimate affairs to large receptions of **up to 250 people** (reception size may vary depending on COVID regulations). Indoor and outdoor spaces include **the Queen and Royal Palm ballrooms, Veranda Terrace, Grand Tiki, and South Lawn**.

DESTINATION WEDDINGS:

The Palms specializes in destination wedding planning and can assist with coordination of all aspects of an unforgettable wedding weekend, from a tropical poolside barbecue to spa services and a morning-after brunch.





AWARDS

- USA Today Reader's Choice Awards: #6 for 10 Best Eco-Friendly Hotels, 2020
- Travel + Leisure's World's Best: The Top 15 Greater Miami Beach Resort Hotels, 2020
- Travel + Leisure's World's Best: The Top 10 Greater Miami Beach Resort Hotels, 2019
- Travel + Leisure's World's Best: Best Resort Hotel in Florida 2016, 2018
- Travel + Leisure's World's Best: #3 for Top 10 Miami Beach Resorts, 2018
- Northstar Meetings Group Stella Awards: Gold Medal winner for 'Best Green Initiative' in the Southeast, 2020
- Northstar Meetings Group Stella Awards: Silver Medal winner for 'Best Green Initiative' in the Southeast, 2019
- Conde Nast Traveler: Readers' Choice Award 2015
- TripAdvisor Travelers' Choice Best of the Best 2021 (#4 spot among "Top 25 Most Saved Hotels – United States")
- TripAdvisor Travelers' Choice Best of the Best 2020 (#8 spot among "Top 25 Most Saved Hotels – United States")
- TripAdvisor Certificate of Excellence 2011, 2012, 2013, 2014, 2015, 2016, & 2018
- TripAdvisor 2015 Hall of Fame: Essensia Restaurant & Lounge five time winner of the Certificate of Excellence
- Florida Green Lodging 3 Palms Certified
- TripAdvisor Green Leaders Silver
- OpenTable Diners' Choice Awards – Essensia Restaurant 2018 & 2019
- Sustainable Hospitality Award 2013, 2014
- Sustainable South Florida Award 2011
- South Florida Award for Green Practices 2011
- Elite Meetings Platinum 2015
- The Knot Best of Weddings Pick 2012, 2013 & 2014
- Wedding Wire Couples' Choice Award 2014, 2015, 2016, 2019 & 2021
- Wedding Wire Bride's Choice Award 2013
- Essensia: Zagat Rated 2018
- Essensia: OpenTable.com Diners' Choice Winner 2011, 2012, 2013, 2014 & 2017
- Essensia: TripAdvisor Certificate of Excellence 2012, 2013, 2014, 2015, & 2016
- Spafinder Readers' Choice Award
- Founding member of #PlasticFreeMB, 2018
- Cvent's Top 25 U.S. Meeting Hotels – Ranked #1
- City of Miami Beach: Certificate of Recognition 2018
- Neckermann Resisen Primo 2011-2013
- City National Bank Better Beach Awards: Green Awards 2014

EXECUTIVES & CONTACT INFO

HOTEL TEAM:

Vice President:	Katja Janzon
Director of Marketing:	Tanja Morariu
Corporate General Manager:	Hamid Abdulhafid
Director of Sales:	Andrea Ferguson
Director of Food & Beverage:	Juan-Carlos Hinojosa

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Follow The Palms on LinkedIn at <http://www.linkedin.com/company/the-palms-hotel-&-spa>

AFFILIATION: Preferred Hotel & Resorts: Lifestyle
 AAA Four Diamond

CERTIFICATION: AHLA and AHLA Safe Stay

