



THE PALMS HOTEL & SPA BRAND OVERVIEW

The Palms Hotel & Spa
3025 Collin Avenue
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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 originally opened its doors as the Sea Isle Hotel in 1939. 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 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 SOBE, just minutes from all the energetic and happening cultural attractions, culinary scene and entertainment that metropolitan cities like Miami have to offer.



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Inspired by Nature





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

Essensia Restaurant's natural gourmet cuisine follows a farm-to-table philosophy, offering a seasonal selection of wholesome global cuisine with emphasis on premium local and sustainable ingredients. Working with local farmers and carefully selected purveyors, including an on-site Chef's Organic garden, The Palms' signature restaurant provides healthful and flavorful dishes made with locally sourced ingredients, sourced in a vibrant and distinguished style.

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 made of pure flower and plant essences, largely organic and in tune with the environment as per Aveda's core mission "care for the world we live in, from the products we make to the ways we give back to society".

Nature inspires our values

A responsible corporate citizen, The Palms Hotel & Spa promotes many environmentally conscious initiatives through its "Inspired by Nature Program" including reducing, re-using and recycling, quarterly beach clean-ups, and participation in the Sustainable Hospitality Council. The hotel has a 3 Green Key eco-rating, is Florida Green Lodging accredited, and has been awarded the Sustainable South Florida Award in the Green Practices category by the Miami Chamber of Commerce in 2011. Furthermore The Palms' Essensia Restaurant is committed to sourcing sustainably, earning it the Slow Foods Snail of approval. Essensia's culinary team is also involved in community educational programs such as the Miami Dade Schools Department of Food and Nutrition's Chef's Move to Schools Program and the Common Thread's charity, which teach children about nutrition and the preparation of wholesome, healthy dishes.



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