

*The Palms*  
hotel & spa

**MIAMI BEACH**

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## 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 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 high-end shopping, art galleries, museums, cafés, and design houses. 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 guest rooms** including 155 city-view rooms, 79 oceanfront rooms and 13 superior oceanfront rooms, which offer a sofa bed and seating area. The resort's suite level offers two junior suites overlooking the city and two one-bedroom suites featuring oceanfront balconies.

Oceanfront rooms feature **floor-to-ceiling panoramic windows** overlooking The Palms' **tropical gardens, expansive shoreline** and the Atlantic Ocean, while Cityview rooms offer a direct view overlooking the **Miami Beach cityscape**.

Outfitted with custom-designed wood furnishings and contrasting fabrics in varying shades of brown, cream and turquoise with orange accents, the guest room décor draws inspiration from the **soft hues of sand and sea** to create an atmosphere reminiscent of a **tropical estate**. Spa- inspired bathrooms feature **rain shower heads** and aqua colored mosaic glass and marble tiles.

### AMENITIES & SERVICES:

- Valet Parking Service
- Fitness Room
- 24-hour Business Center
- High-speed Wireless Internet
- Pool & Beach Service
- 24-hour Room Service
- Concierge Service
- Laundry & Dry Cleaning Service
- Gift Shop & Cafe

### 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, quarterly beach clean-ups, an in-house Green Team and participation in the Sustainable Hospitality Council. The hotel has a 4 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, along with many other notable accreditations & 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) 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 Internet, 22 inch LED TV with DirecTV, iPod docking station, Icebox, bottled water and lounge chairs with towels.

### 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. Hammocks, an expansive organic herb and vegetable garden used in the resort's cuisine, and private tiki cabanas complete the tropical setting.

### FITNESS ROOM:

Available exclusively to hotel and spa guests, the **24-hour** fitness room features **Precor strength-training equipment**, Precor treadmills and stationary bike, and Matrix elliptical cross trainers™ with Cardio Theater personal TV viewing screens along with free weights.





## FOOD & BEVERAGE

### ESSENSIA RESTAURANT:

The Palms' signature eatery, Essensia Restaurant offers a **seasonal selection** of wholesome cuisine for breakfast, lunch, Sunday brunch (a la carte) and dinner daily.

Essensia partners with local farmers and carefully selected purveyors to provide healthful and flavorful dishes presented in a fresh, sophisticated style. Dedicated to sustainable cuisine, Essensia's dishes are made with **locally sourced** produce, meats and seafood, as well as herbs harvested from Essensia's on-site **Organic Chef's Garden**.

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

### ESSENSIA LOUNGE:

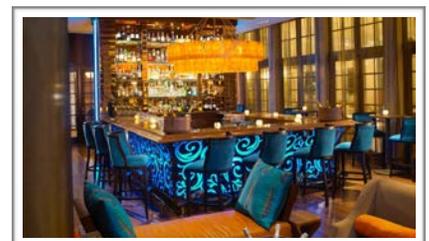
Essensia Lounge is located adjacent to the restaurant and features an indoor bar and an al fresco lounge area. The Lounge offers an **artisanal menu of signature cocktails**, craft beers and sustainable wines, with an emphasis on organic and small-batch craft producers and cocktails made with seasonal ingredients and herbs grown in Essensia's Organic Gardens.

The Essensia Lounge also offers **The Essential Happy Hour** daily from 6pm to 7pm, which includes 50% off all drinks including Essential cocktails, all spirits, wine and beer.

### 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 10am to 7pm.





## THE PALMS SPA - AVEDA

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.

### FACILITIES

Situated in the resort's Lower Lobby, The **5,000-square foot facility** includes a series of multi-purpose rooms including a couple's suite, indoor/outdoor relaxation area with steam room, a hydrotherapy room, 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 9:00 a.m. to 8:00 p.m., Monday through Sunday.

### 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.

**Open-air Gardenside Treatments**, conducted in Tiki Cabanas, are also offered.

### 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:

#### **Fusion Stone Massage**

*Heated basalt stones are used to stimulate and re-energize the muscles, whereas cold marble stones assist with muscle recovery and allow the circulatory system to expand and contract.*

#### **HydroCapsule**

*The hydrotherapy room features the state-of-the-art HydroCapsule-- a personal pod-like chamber which allows body treatments to be self-contained for privacy. The latest in spa equipment for body treatments, the HydroCapsule combines aroma-steam, Vichy-shower and hydro-color lighting therapy.*

### ABOUT AVEDA:

The Palms Spa subscribes to the Aveda brand 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 nature."





## WEDDINGS, MEETINGS & EVENTS

The Palms' laid-back sophistication and **boutique-style exclusivity** allow 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.

**SEASONAL CUISINE:** The Palms Hotel & Spa provides customizable **restaurant-grade catering** menus in line with the resort's dedication to fresh **seasonal 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 the only hotel in Florida, one of only 5 in the US and one of only 55 hotels worldwide with a 4 Green Key rating for its meeting and convention facilities.

### 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**. Indoor and outdoor spaces include the Queen and Royal Palm ballrooms, Veranda terrace 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

- Conde Nast Traveler: Readers' Choice Award 2015
- Tripadvisor 2015 Hall of Fame: Five time winner of the Certificate of Excellence
- Tripadvisor Certificate of Excellence 2011, 2012, 2013, 2014 & 2015
- Green Key and Green Key Meetings Rated (4 Keys)
- Florida Green Lodging 3 Palms Certified
- Tripadvisor Green Leaders Silver
- Sustainable Hospitality Award 2013
- 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
- Wedding Wire Bride's Choice Award 2013
- Essensia: Zagat Rated 2016
- Essensia: Tripadvisor Certificate of Excellence 2012, 2013, 2014 & 2015
- Essensia: OpenTable.com Diners' Choice Winner 2011, 2012, 2013 & 2014
- Spafinder Readers' Choice Award

## EXECUTIVES & CONTACT INFO

### HOTEL TEAM:

Vice President:	Katja Janzon
Director of Brand Development:	Tanja Morariu
Corporate General Manager:	Hamid Abdulhafid
Director of Sales:	Andrea Ferguson

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### SOCIAL MEDIA:

**Friend** The Palms Hotel & Spa at [www.facebook.com/thepalmshotel](http://www.facebook.com/thepalmshotel)

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**Follow** The Palms on Instagram at [@PalmsHotelMiami](https://www.instagram.com/PalmsHotelMiami)

**Follow** Essensia on Instagram at [@EssensiaMiami](https://www.instagram.com/EssensiaMiami)

### AFFILIATION:

Preferred Hotel & Resorts: Lifestyle  
AAA Four Diamond

### GDS BOOKING CODES:

SABRE PH 1334  
WORLDSPAN PH 20663  
AMADEUS PF MIAMTP  
GALILEO PH 46701

