



**MEDIA CONTACTS:**

Natalia Diaz  
305.662.7152 ext. 110  
[natalia@theagencypr.com](mailto:natalia@theagencypr.com)

**THE PALMS Hotel & Spa  
Fact Sheet**

*"Our concept is to offer visitors to Miami Beach the best of both worlds, a genuinely relaxing experience in a luxuriously casual, tropical environment and immediate proximity to South Beach and other urban attractions."*

*– Owners Hans-Joachim and Ursula Krause*

The naturally refined Palms Hotel & Spa combines genuine service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. Soul reviving spa experiences, natural gourmet cuisine and cocktails and soothing accommodations are among some of the hotel's highlights set to awaken your well-being while a selection of spacious meeting and event facilities make the hotel an ideal setting for meetings and celebrations.

**Location:**

Set in the heart of Miami Beach on the more tranquil northern side of South Beach, The Palms sits on its own stretch of beach just twelve miles from the airport. It is within walking distance of popular attractions including shopping, art galleries, cafés, the Miami Beach Convention Center, Ocean Drive and fashionable Lincoln Road.

**Accommodations:**

The Palms features 251 completely redesigned guestrooms including 155 city view rooms, 79 oceanfront rooms and 13 superior oceanfront rooms with a queen sized sofa bed and comfortable seating area. On our suite level, 2 junior suites also offer a full sized sofa bed, seating area and a balcony overlooking the city while 2 one-bedroom suites are completed with a spacious living room and oceanfront balcony. Guestrooms draw upon the soft hues of sand and sea with custom designed wood furnishings and contrasting fabrics in varying shades of brown, cream and turquoise with orange accents, and feature pillow-top mattresses and 400-thread count Egyptian cotton linens. Spa-inspired bathrooms feature all-new fixtures including a rain shower head and aqua-colored mosaic tiles. All rooms are equipped with current technological devices including wireless internet access (via personal laptop computer), flat screen cable TV with on-demand pay movies, music and internet access, two phones, one of which is cordless, with voicemail and speaker phone, an iPod alarm clock radio and a large work desk.

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*Inspired by Nature*



Other amenities include a fully stocked private bar, coffee maker, Aveda bath products, plush bathrobes and slippers, hair dryer and iron with ironing board, built-in wardrobe, complimentary in-room safe and top-of-the line high security key system.

**Activities/Features:**

**Tropical Gardens:**

A highlight of the property, the lush gardens comprise the heart of The Palms' laid-back, tropical ambience and is home to a variety of palms, including Alexander palms, Areca palms, Bamboo palms, Coconut palms, Fishtail palms, Kentia palms, Lady palms, Robellini palms, Silver palms, Triangle palms, Lipstick palms and Washington Palms. In addition to the trees, tropical flowering plants from crinum lilies and jasmine to bromeliads, bougainvillea and hibiscus splash the landscape with color. There are also exotic orchids and orange birds of paradise to view while sitting back in one of the comfortable rocking chairs on the porch or verandas.

**Beach/Pool:**

The Palms features a large oceanfront swimming pool as well as a direct beachfront location for relaxing in the sun. On-site beach service provides for guests' every need with lounges, sun umbrellas, beach towels, and food and beverage service. Along the beachfront, gently swaying hammocks under the palm trees beckon guests to relax.

**The Palms Spa:**

Our luxury Aveda destination spa is a 5,000-square foot facility, featuring holistic treatments and rituals set to deliver a highly personalized experience. Facilities, designed by Miami's Allen Saunders Design Consultants, include a series of multi-purpose rooms including a couple's suite with experience snail shower, an indoor/outdoor relaxation area with steam room, poolside treatment cabanas, a 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.

**Fitness Room:**

Available exclusively to hotel guests only, our fitness room features Precor strength-training equipment, Precor treadmills and elliptical cross trainers™ with Cardio Theater personal TV viewing screens along with free weights. Open daily from 6:00 am to 11:00pm.

**South Beach:**

The chic South Beach area offers numerous attractions for visitors within walking distance of The Palms, including world-class shopping, art galleries, cafés, design houses, and nightlife on and around famous Ocean Drive, Lincoln Road, Collins and Washington Avenues.

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## Dining & Entertainment:

### **Essensia**

Essensia Restaurant & Lounge embodies the simplicity and elegance of natural gourmet dining at The Palms Hotel & Spa. The concept focuses on the pure essence of taste, featuring a healthful blend of worldly cuisine presented in a vibrant and sophisticated style. The restaurant also features Spa cuisine selections which are low in calories and high in nutritional value, and organic selections showcase organically farmed produce and ingredients. Our exclusive wine list is committed to being completely 100% sustainable, organic or biodynamic and has been selected for sharing Essensia's mission to be good for you and the environment. At the lounge, an innovative *Indulgence* menu showcases interactive wine voyages where guests can experience three 2oz. pours that have something in common such as variety, region, vintage or maker while signature cocktails made from fresh ingredients and organic spirits offer a tasty encounter.

Essensia, designed by Ba-Haus/knf, a Miami-based interior design firm, features an intimate indoor dining room with 65 seats and al-fresco seating for 120 under The Palms' covered terrace and poolside deck. The adjacent lounge presents a floating, glowing bar and plenty of space for both inside and outside lounging. Inspired by the nature surrounding the hotel, Essensia's ambience is sensuously sophisticated and graciously comforting – the perfect composition for dining and lounging with a natural flair. The restaurant is open daily for breakfast (6:30am to 11:00am), lunch (11:00am to 3:00pm), dinner (Sunday through Thursday 6:00pm to 10:00pm and Friday & Saturday 6:00pm to 11:00pm) and Sunday Brunch (11:30 am to 3:00pm). Essensia Lounge is open daily from 11:00 am to midnight.

### **The Great Room**

Set off the lobby, The Great Room's library-style lounge features some of the hotel's collection of giant indoor palm trees.

### **The Tiki Bar**

Located poolside, The Tiki Bar serves light snacks and drinks throughout the day. Opens daily at 10:00am till sunset (weather permitting).

## The Palm Shoppe:

The Palm Shoppe offers unique nature-inspired gifts, items for the home and garden and hotel logo souvenirs.

## Lobby:

As guests enter through massive, double height colonial doors, the lobby provides a warm welcome. Bombay club fans with blades made of natural seagrass cool the area from above. The spacious lobby extends outward to the gardens, swimming pool and ocean beyond.



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**Meeting Facilities:**

At over 8,000 square feet, The Palms meeting and convention space can comfortably accommodate both smaller and larger groups from 15 to 350 people. Nine meeting rooms each feature high-speed internet access, videoconferencing capabilities and audiovisual equipment rental.

The lobby offers an additional 3,000 square feet of space ideal for exhibitions, and ample breakout space, pre-function areas, poolside areas, lawn, beach and terraces with panoramic ocean views that may also be utilized. Catering services are available and a 24-hour state-of-the-art business center provides two computers with internet access, Microsoft Office Suite and color laser printers. An ATM machine is provided on the hotel's lower lobby level.

**Services:**

Concierge service, twice daily maid service, 24-hour room service and valet parking are all offered. Complimentary Tai Chi on Tuesday mornings and yoga on Saturday mornings is offered to all guests. High-speed wireless internet service is available throughout the property (via personal laptop computer), a great bonus for both business and leisure travelers.

**Management:**

Owners: Hans-Joachim and Ursula Krause,  
with daughters Nicola Meyer  
(VP Distribution) and Katja Janzon  
(VP Marketing)

General Manager: Hamid Abdulhafid

Spa Director: Kate Brown

Executive Chef: Frank Jeannetti

Affiliations: Preferred Hotels & Resorts  
Epoque Hotels

Awards: Florida Green Lodging Program  
AAA 4-Diamond

**Address:**

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Fax: 305.534.0515  
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**Reservations/  
Information:**

Toll-free phone: 1.800.550.0505



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