

focus on

Sizzling... SOUTH FLORIDA



This is definitely not your parents vacation! It's time to get a little sultry...dress a little sexier and step into South Florida! Home to some of the world's chicest hot spots, this destination has been attracting celebrities and passionate travelers for decades.

Stay and Be Seen

Miami's South Beach, a.k.a. "the American Riviera," draws throngs to its world renowned Art Deco District and the candy-colored hotels on famed Ocean Drive, its legendary beaches and night spots.

Of course you need to see it, but how about trying something a little different? A great way to experience South Beach glamour is to do a Collins Avenue hotel crawl. There's no cost - and no car necessary - to wander from luxury oceanfront hotel to hotel, checking out the stunning lobbies, gorgeous pools and perhaps lingering over a signature martini at a poolside bar in celebrity haunts like the Shore Club, Raleigh, Delano, The Ritz Carlton South Beach, The Gansevort Hotel, The National and Sagamore hotels.

Don't (for even a minute) think that SoBe is the only cool place to stay and be seen! Greater Fort Lauderdale's upscale hotels have arrived, placing a luxury stamp on an already casually sophisticated destination. In 2009, the W Fort Lauderdale will add another 346 luxury rooms to Greater Fort Lauderdale, as well as a signature Stephen Starr restaurant and renowned Bliss® Spa. And "The Donald" will bring a new luxury property from the hotel

mogul, the Michael Graves-designed Trump International Hotel & Tower Fort Lauderdale in 2009.

Culturally Hip...

The edgy, emerging Wynwood Arts District is starting to attract some major collectors in addition to the established Rubell Family Collection, one of the nation's most important collections of contemporary art. The Museum of Contemporary Art of North Miami recently opened MOCA at Goldman Warehouse, which also showcases art from the personal collection of urban visionary and South Beach pioneer Tony Goldman. The Margulies Warehouse and The Boxing Club, as well as many individual galleries and artists studios, have opened their doors in the evolving neighborhood.

Artists, designers, restaurateurs and entrepreneurs have flocked to the equally compelling Miami Design District, a center for Miami's style and design leaders and a great place to shop for furniture and accessories, or just catch up on the latest design trends. Just north of the district along Biscayne Boulevard, the transformation continues, with great local spots like C. Madeleine for vintage clothes, Dogma, the trendy gourmet hot dog stand and other vin-

tage boutiques and funky cafes easily discovered by the urban adventurer.

Greater Fort Lauderdale's performance, cultural and art communities feature a variety of shows, festivals and exhibits from world-class talents and local creatives. Venues such as the Museum of Art, Fort Lauderdale, BankAtlantic Center and the Broward Center for the Performing Arts will host noteworthy exhibits and shows, while the streets of downtown Fort Lauderdale and Hollywood will provide travelers a view into the local cultural community.

Feed your hunger...

Attracting the attention of acclaimed restaurateurs, chefs and critics, Miami is home to a breathtaking array of serious and see-and-be-seen restaurants featuring cutting-edge design and innovative cuisine. Over 6,000 dining spots cater to an increasingly sophisticated resident population as well as the more than 11 million visitors.

Fort Lauderdale's new luxury hotels are bringing a windfall of elegant eating to South Florida. Featured restaurants such as the Todd English eatery, da Campo Osteria, at il Lugano Suite Hotel and Cero at The Ritz-Carlton join instant successes like Trina, a "New Mediterranean" masterpiece at The Atlantic Resort & Spa - and Council Oak steakhouse at The Seminole Hard Rock Hotel & Casino in Hollywood.

Greater Miami CVB
800-933-8448 | 305-539-3000
www.miamiandbeaches.com

The Greater Fort Lauderdale CVB
800-22-SUNNY | 954-765-4466
www.sunny.org

While visiting South Florida we recommend!

Sultry Summer Nights by the Bay at the [Sonesta Bayfront Hotel Coconut Grove](#) will ignite romance and adventure. Enjoy balmy breezes wafting from Biscayne Bay; watch the moon rise over the horizon from your private balcony. And for the adventurous there's the exciting nightlife of "The Grove" just steps away. Our Sultry Southern Summer package also includes a memorable dinner in our award-winning Panorama Restaurant where you can dine in or outside on our 8th floor terrace.
305-529-2828 | www.sonesta.com

To truly discover how South Florida's rich and famous live, utilize the services of [Water Taxi/Water Transportation Alternatives](#). Offering 11 various stops by exploring the inlets of Greater Fort Lauderdale, travelers are encouraged to



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stop and explore some of South Florida's hottest neighborhoods and hot spots including Las Olas Blvd and the Hyatt Regency Pier 66. www.watertaxi.com

To truly appreciate South Florida - is to know its history. The [Historical Museum of Southern Florida](#), one of the largest private, regional history museums in the country, is recognized for excellence in programming and management.

HMSF reaches out to a vast and culturally diverse audience as they preserve the history of South Florida and the Caribbean. [305-375-1492](tel:305-375-1492) | www.hmsf.org

The beachfront [Westin Diplomat Resort & Spa](#) offers an array of amenities including outdoor pools, water sports, and several on-site dining options from an organic casual breakfast, to signature Kobe Beef sliders at Rivals Waterfront Sports Grille. Parents can enjoy formal dining at Hollywood Prime while the kids watch a movie under the stars. Only a short complimentary shuttle ride away our sister property offers an 18-hole golf course, a tennis center and a full-service award winning spa. For best available rates visit westin.com/diplomat.

[888-627-9057](tel:888-627-9057) | [954-602-6000](tel:954-602-6000) | www.diplomatresort.com

[Dezer Hotels Miami Beach](#) boasts an affordable portfolio of casual oceanfront hotels with premium service.

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[305-861-4864](tel:305-861-4864) | sales@dezerhotels.com

[Crowne Plaza Ft. Lauderdale Sawgrass Mills](#) is one of the favorite choices of Fort Lauderdale hotels, located just beyond the downtown area in Sunrise, convenient to the area's many attractions, sports venues, entertainment, and beaches. Designed for complete comfort and relaxation, this award winning accommodation provides a welcomed retreat for business and leisure travelers alike. Enjoy complimentary shuttle service to the Sawgrass Mills Mall featuring over 400 stores and 30 restaurants, located across the street.

[954-851-1020](tel:954-851-1020) | www.sawgrasshotel.com

South Florida's premier luxury hotel, the [Conrad Miami](#), overlooks the awe-inspiring

The Pillars
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Ideally located right on the Intracoastal Waterway and only a few steps from the beach, The Pillars offers guests an exceptional level of individual service and luxury, reminiscent of the finest European boutique inns. It's no wonder that *Fodor's* refers to this charming and elegant property as a "gem" while *Frommer* praises The Pillars as "the quintessential Fort Lauderdale retreat." Also, a little over a year ago, *Coastal Living* magazine named it as one of the top 25 coastal inns in the USA. For some, small is big.

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views of Biscayne Bay and provides the discerning traveler with convenient access to all of South Florida's hot spots! Guestrooms, suites and residences feature modern amenities and unparalleled views of the city and Biscayne Bay. All room types feature upgraded extras including a pillow menu, and work station with high-speed Internet access. The Rooftop, a poolside oasis boasting private cabanas, a hot tub and finely-manicured tennis courts, and the beautiful Spa Chakra® invite guests of the Conrad Miami to relax and restore, as stunning vistas of the city and Biscayne Bay unfold below. [305-503-6550](tel:305-503-6550) | www.conradhotels.com

Cambean Hospitality Hotels has introduced a new definition of hip to South Beach. From the elegant style and comfort of the Nash South Beach, the newly renovated eco-friendly Clifton South Beach, the oceanfront views of the Majestic South Beach, or the sleek Art Deco lines of Carlton South Beach, visitors can't help but find a boutique property that best suits their style. Each property has been revived with a modernized display of Art Deco at its best. Hotel guests will experience the inviting charm, decor and amenities, all characteristic of a Cambean property. Flat Screen LCD televisions, designer spa products, Egyptian cotton down comforters, and Hi Speed Wireless Internet are just some of the luxuries these properties provide their guests. Situated in South Beach's hottest neighborhoods, the hotels are all centrally located to the beach, clubs, shopping, and dining. Combining hospitality, cutting-edge technology services and respect for the earth, Cambean Hospitality has become an innovator in environmentally friendly lodging practices. Recently, the Miami Beach based Group established a partnership with the Everglades Foundation, whose mission is to

protect and restore America's Everglades. For more information, please visit: www.cambean.com, www.nashsouthbeach.com, www.cliftonsouthbeach.com, www.majestic-southbeach.com, www.carltonsouthbeach.com. [305-672-5858](tel:305-672-5858)

What makes the **Doubletree Coconut Grove** sizzling? This luxury property welcomes guests with a signature warm chocolate chip cookie upon check in!

The Doubletree Coconut Grove, which overlooks Biscayne Bay and Miami's skyline, provides a Euro-flavored accommodation amid the tropical and trendy Coconut Grove neighborhood.

Each lavishly decorated guestroom features complimentary hi-speed wireless Internet, in-room movies and more than 80 percent of the rooms are highlighted with balconies.

In addition to convenient in room amenities, the Doubletree Coconut Grove features an inviting lobby bar, beckoning pool with spacious sundeck, two lighted tennis courts and a fitness room. The onsite restaurant, Café Brassière serves the Doubletree's signature breakfast buffet.

[305-858-2500](tel:305-858-2500) | www.coconutgrove.doubletree.com

While overlooking Fort Lauderdale's picturesque Intracoastal Waterway, guests of this boutique hotel are provided with an exceptional level of individual service and luxury - reminiscent of the finest European boutique inns. In addition to the richly-appointed guestrooms and suites, interior decor features an eclectic collection of British Colonial and Island Plantation themes. Guests can also enjoy dining at the exclusive Secret Garden restaurant, serving gourmet cuisine, overlooking the waterway. Absolutely stunning! **The Pillars** is a proud member of Small Luxury Hotels of the World.

[954-467-9639](tel:954-467-9639) | www.pillarshotel.com *

Historical Museum of Southern Florida

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