



General Facts

THE HOTEL

Let us welcome you with genuine service and laid-back sophistication at our serene oceanfront resort, located in the heart of Miami Beach. A luxurious destination where complete wellness and environmental awareness is at the center of each guest experience.

MAIN FEATURES

Accommodations. Completely redesigned in 2009, The Palms features 251 guestrooms including 155 Cityview Rooms, 79 Oceanfront Rooms and 13 Superior Oceanfront Rooms with a sofa bed and comfortable seating area. On our rooftop Suite level, 2 Junior Suites also offer a sofa bed, seating area and a terrace overlooking the city while 2 One-Bedroom Suites are completed with a spacious living room, dining area and oceanfront terrace.

Pool & Beach. The Palms features a large heated swimming pool as well as its prime 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 & beverage service.

Garden. A highlight of the property, our lush gardens, comprise the heart of The Palms' laid-back, tropical ambience and is home to a variety of palms, trees and tropical flowering plants such as exotic orchids and orange birds of paradise as well as two parrots. Along the beachfront, gently swaying hammocks under the palm trees beckon guests to relax while a private beach area with Tiki Cabanas provide a sanctuary for your well-being.

DINING & ENTERTAINMENT

The hotel features an indoor/outdoor restaurant and lounge as well as a poolside bar.

Essensia Restaurant embodies the simplicity and elegance of natural gourmet dining – a concept which focuses on the pure essence of taste and features a healthful blend of worldly cuisine presented in a vibrant and sophisticated style.

Essensia Lounge offers an indulgent signature cocktail list as well as a completely sustainable, organic or biodynamic wine list and plenty of space for both inside and outside lounging.

Tiki Bar located poolside, this laid-back bar serves light snacks and drinks throughout the day.





well being. *Inspired by Nature*

SPA

The hotel's amenities are rounded off by The Palms Spa – Aveda's only luxury beach resort spa in Florida. The 5,000-square foot facility features holistic treatments and rituals designed to deliver a highly personalized experience. Facilities 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.

MEETING AND EVENT FACILITIES

- Over 8,000 square feet of meeting space across nine meeting rooms, the largest of which accommodates classroom-style meetings for 120 and banquets for 220 people
- Covered terraces and other open-air function areas for al-fresco events or break-outs
- Poolside areas, lawn, beach and a picturesque wedding gazebo set amidst tropical foliage
- 3,000 square feet of space in the Lobby ideal for exhibitions

AMENITIES & SERVICES

- | | | | |
|---|----------------------------------|----------------------------------|-------------------|
| • 24-hour self-service business center | • 24-hour room service | • Valet parking | • Daily newspaper |
| • High-speed wireless internet service throughout the property (via personal laptop computer) | • 24-hour concierge service | • Fitness room | • ATM machine |
| | • Daily maid & turn-down service | • Laundry & dry cleaning service | |

AFFILIATION / AWARDS

- Preferred Hotels & Resorts
- AAA Four Diamond
- Florida Green Lodging Association

LOCATION

The Palms Hotel & Spa is ideally located in the heart of Miami Beach, on the more tranquil northern side of South Beach within walking distance of popular attractions including shopping, art galleries, cafés, the Miami Beach Convention Center, Ocean Drive and fashionable Lincoln Road. The hotel sits on its own stretch of beach just twelve miles (20 minutes) from Miami International Airport and 9 miles (15 minutes) from the Miami downtown business district.





Accommodations

Recently renovated, The Palms features 251 guestrooms and suites, overlooking the Atlantic Ocean or Miami Beach cityscape. The décor draws 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.



STANDARD CITYVIEW

Ideal for short stays or business travel, these rooms feature one king-size bed or two double-beds. Baby cribs are not available for this room type. Approximately 230 square feet living space.



PREFERRED CITYVIEW

These rooms have split-plan bathrooms and feature one king-size bed or two double-beds, a work station and comfortable arm chairs. Approximately 275 square feet living space.



OCEANFRONT

With spectacular views of the tropical gardens and the Atlantic ocean from floor-to-ceiling panoramic windows, these rooms feature split-plan bathrooms, one king-size bed or two double-beds, a work station and comfortable arm chairs. Approximately 315 square feet living space.



IN-ROOM AMENITIES & SERVICES

- 32" flat screen cable TV with on-demand pay movies, music and internet access
- Interactive IP Phone
- iPod docking station with alarm clock
- Posturepedic pillow-top mattresses
- 400-thread count Egyptian cotton linens
- Lightweight down comforters and pillows
- Work desk
- Wireless internet access

- Spa-inspired bathrooms with rain showers
- Aveda toiletries
- Hair dryers, plush bathrobes and slippers
- Iron with ironing board
- In-Room safe
- Fully stocked private bar
- Coffee maker
- 24-hour room service
- Daily maid and turn-down service
- Laundry and dry cleaning service



natural comfort. *Inspired by Nature*



SUPERIOR OCEANFRONT

Featuring floor-to-ceiling panoramic windows and spectacular views of the ocean and tropical gardens, these rooms feature 1 King bed, a double sleeper sofa, sitting area and a work station. Approximately 350 square feet living space.



JUNIOR SUITE CITYVIEW WITH ROOFTOP TERRACE

Our junior suites are located on our top floor and feature a king-size bed and a sitting area, work station and a rooftop terrace overlooking the Miami Beach cityscape. Approximately 315 square feet living space.



ONE-BEDROOM OCEANFRONT SUITE WITH ROOFTOP TERRACE

With spectacular views of the Atlantic Ocean, a rooftop terrace and a separate living area, our 1 Bedroom Suites feature split-plan bathrooms, a king size bed, sitting area and dining area. Approximately 670 square feet living space..

Room Occupancy *	Beds	Max. Adults	Max. Children 2 - 10 yrs*
Standard Cityview	1 King	2	1
Standard Cityview	2 Double Beds	3	1
Preferred Cityview	1 King	2	1
Preferred Cityview	2 Double Beds	3	1
Oceanfront	1 King	2	1
Oceanfront	2 Double Beds	3	1
Superior Oceanfront	King + Sofa Bed	3	1
Junior Suite	King	2	1
1-Bedroom Oceanfront Suite	King	2	1

* In existing bedding. Rollaways are not available. Baby cribs are available free of charge.



Restaurant, Lounge & Bar

ESSENSIA RESTAURANT

Essensia Restaurant embodies the simplicity and elegance of natural gourmet dining at The Palms Hotel & Spa. The concept focuses on the pure essence of taste and a genuine passion to provide the rare opportunity to slow down and indulge in a dining experience carefully crafted for the mind, body, and soul. Essensia's cuisine features a tasteful and wholesome variety of fresh and light worldly fare with a genuine focus on utilizing local, organic, and seasonal ingredients, made possible through the restaurants established relationships with local South Florida purveyors, which allow for fresh and seasonal ingredients on a daily basis.

Guests can choose from six menus that include breakfast, lunch and dinner along with an exquisite and inventive dessert menu, unique offerings for kids and a revamped pool & beach menu. A wide choice of low calorie Spa selections is also available.

Our exclusive wine list is committed to being completely sustainable, organic or biodynamic and has been selected for sharing Essensia's mission to be good for you and the environment.

Essensia features an intimate indoor dining room with 65 seats and al-fresco seating for 120 under its covered and poolside terraces.

The restaurant is open daily for breakfast, lunch and dinner. On Sundays it also features brunch.

Breakfast	6:30 am - 11 am
Lunch	11:00 am - 3 pm
Brunch	11:30 am - 3 pm Sundays
Dinner	6:00 pm - 10:00 pm Sunday - Thursday 6:00 pm - 11:00 pm Friday - Saturday

Reservations: 305 908 5458

Executive Chef: Frank Jeannetti

Please refer to our website www.essensiarestaurant.com for a full list of our menus.





pure tasting. *Inspired by Nature*

ESSENSIA LOUNGE

Inspired by the nature surrounding the hotel, Essensia Lounge's ambience, with its floating, glowing bar and plenty of space for both inside and outside lounging, is sensuously sophisticated and graciously comforting – the perfect composition for an evening of lounging.

An innovative Indulgence bar 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 Lounge is open daily from 11:00 am to midnight.

Reservations: 305 908 5458

TIKI BAR

At the edge of our tropical poolside, The Tiki Bar provides a one-of-a-kind setting for casual libations, complete with swaying palm trees, hammocks and a relaxing ocean breeze. Our attentive staff will deliver light fare and delicious drinks right to your pool or beach lounge, or serve you in the shade of our tropical tiki cabanas.

Opens daily at 10:00 am till sunset (weather permitting).





Spa

OUR PHILOSOPHY

At The Palms Spa it is our philosophy to nurture your body & soul in a rejuvenating spa experience influenced by ancient Ayurvedic holistic knowledge, enhanced with high performance, natural and botanically derived products and a serene atmosphere inspired by nature.

The Palms Spa is dedicated to bringing your balance back through a highly personalized experience with rituals to awaken your senses. Every guest will enjoy Aveda's soothing Réconfortant tea calming their senses as well as the use of Aromatherapy elements promoting their sense of well-being throughout their treatment.

As Aveda's newest luxury lifestyle destination spa, we fully subscribe to the brands mission "to care for the world we live in" by offering extraordinary treatments and services in an environment where beauty works in harmony with "the greater web of life and with nature."

OUR FACILITIES

Situated on our Spa Level, our 5000 square foot spa includes access to our tropical gardens and one-of-a-kind pool and beach area. Facilities include a series of multi-purpose rooms including a couple's suite with experience snail shower, a beautiful indoor/outdoor relaxation area, an aroma steam room with cool plunge shower and ice fountain, a HydroCapsule, 4 poolside treatment cabanas, a full-service beauty salon, a fitness room and an Aveda retail area offering the complete line of Aveda hair, skin, lifestyle and make-up products, along with the vegan luxury nail care line SpaRitual.

THE HYDROCAPSULE

The Palms Spa is one of only two spas in the area utilizing Hydrotherm's TIME Capsule, named the HydroCapsule at The Palms, a personal pod-like chamber, which allows body treatments to be self-contained for privacy and cleanliness which includes a Vichy shower system to wash off scrubs, creams and essential oils along with steam, aroma, and light therapy features.

SPA CUISINE

Spa guests can enhance their experience with specialty spa menu selections from Essensia restaurant, featuring natural gourmet cuisine and spa-friendly dishes as well as the in-spa Bento boxes featuring spa cuisine for the calorie-conscious or for those guests looking for a small bite after their Spa experience.





true balancing. *Inspired by Nature*

OUR TREATMENTS

All our treatments are designed to revolve around you and your needs. This is the reason why we conduct in-depth personalized consultation at the beginning of every treatment in order to determine the type of bodywork, the best skin therapies or body treatments you may require. We then address them with ancient Ayurvedic knowledge, the latest scientific breakthroughs, aroma, healing touch and a relaxed setting in order to bring back peace and harmony to your mind and body and leave you with positive, rejuvenating and renewing results.

You can choose from:

- Massage therapy
- Skin care therapy
- Body treatments
- Just for him treatments
- Journeys (half day)
- Mini retreats (approximately 2 hours)
- Beachside spa treatments
- Hand & foot therapy
- Hair care & make up

Signature Services and Treatments at The Palms Spa include:

- The **Chakra Balancing Massage**, designed to bring balance back to the seven energy centers found in the body by providing guests with a personalized experience that combines Deep Tissue massage on the back and spinal muscles, reflexology for the feet and energy work with the use of harmonizing aromas to stimulate the natural flow of energy back to the chakras.
- The **Open-Air Ashiatsu**, conducted in the outdoor Tiki Cabanas - an experience like no other. The Palms' skilled therapist, supported by bars attached to the cabana's ceiling, will use their feet to apply therapeutic pressure, heightening total physical, mental, emotional, and spiritual awareness. They will "walk through" the different layers of muscle to alleviate tension and stress.
- The **Green Science Anti-Aging Facial** harnesses the potent anti-irritation properties naturally found in plants to stop destructive reactions that cause skin aging. Therapists stimulate cellular recovery and repair, reduce fine lines and wrinkles, improving overall skin texture, tone and clarity.
- The **Caribbean Nourishing Body Treatment**, an islands-inspired treatment combining rich Caribbean plant ingredients with nurturing touch to improve circulation and reduce the negative effects of daily stress. This optimal service for jet lag recovery is highly reminiscent of the warmth and relaxation that can only come from a tropical vacation.
- The **Healing Stone Hand & Foot Experience**, taking relaxing stone massage to our most prized and often over-worked body parts, the hands and feet. Skin and senses will be refreshed and hands and feet will be re-energized.

Hours of Operation

7 days per week, 9 am - 9 pm

Reservations: 305 908 5460

Please refer to our website www.thepalmshotel.com for our full spa services menu.



Meeting & Production Services

For meetings with a particular finesse, inspire attendees with The Palms' laid-back sophistication and boutique-style exclusivity. With over 8,000 square feet of meeting space and a total of 9 meeting rooms, The Palms is large enough to accommodate all types of groups, from conferences and incentive groups to teambuildings and production teams, yet small enough to provide personalized service, exclusivity and authenticity. Our newly renovated meeting spaces include two elegant ballrooms with large windows, providing essential brightness and cutting edge technology such as top-of-the-line sound and light systems, integrated AV system and projection screens and individual climate control. We also offer a variety of outdoor function spaces with views of our magnificent gardens, ideal for group meals or functions. With modern amenities and a highly trained convention services staff, we will assure that business truly becomes a pleasure during your event.

Our tropical location setting with a wide and flat private beachfront also makes The Palms an ideal location for photoshoots. With its flexible meeting rooms, which can easily be converted into convenient production rooms, as well a special production rates and experienced on-site staff, the hotel is one of the prime addresses to host productions and production groups on Miami Beach.

Meetings and production service highlights at The Palms include:

- Over 8,000 square feet of meeting space across 9 meeting rooms
- 2 bright ballrooms with natural light and 7 breakout rooms
- Largest capacity: 120 classroom / 220 banquet
- 3,000 square feet of lobby space ideal for exhibits
- Beautiful outside function spaces including covered Veranda Terrace, restaurant terraces and garden areas
- Pool- and beachside events possible (subject to City permitting)
- Customized menu planning
- Restaurant-grade catering menus, including organic, local and healthful selections
- Health and earth friendly products and initiatives
- Destination management services
- Audiovisual equipment rental



ROYAL PALM

Located on the Lobby Level, our largest meeting room has been completely remodeled in 2009 and offers a total of 2,652 sq. feet with a capacity of 350 guests Reception, 220 Banquet and 120 Classroom Style. The room features large windows, a high ceiling and mirrors give the room a light and airy feel so important for conferences and meetings. It also has a state-of-the-art integrated AV System with adjustable lighting, appropriate acoustics and two screens. As well as individual climate and lighting controls, Clear Air Meeting freshener and wireless internet access.



QUEEN PALM

Also located on the Lobby Level, our second largest meeting room features French doors with direct access to the Lobby, Veranda Terrace and our gardens as well as floor to ceiling windows with black-out curtains for AV presentations. It also features a state-of-the-art integrated AV System with touch-screen controls to all your presentation needs including a screen, LED projector and sound system.

With 1,720 sq. feet it can accommodate 200 guests Reception, 70 Classroom and 30 U-Shape Style.



exclusive meetings. *Inspired by Nature*



PRINCESS PALM

Our third meeting room on the Lobby Level features a high ceiling, large windows and much natural light, which can be dimmed through blinds, as well as wireless internet access, house phones and plenty of power outlets. With 400 sq. feet it can accommodate 30 guests Theatre, 20 guests Classroom and 15 guests U-Shape Style.



KENTIA PALM I & II

These flexible rooms when combined create our 3rd largest meeting room with 980 sq. feet. The room features abundant natural daylight through large windows, which can be dimmed through blinds, and accommodates 70 guests Theatre and 36 guests Hollow Square Style.



COCONUT PALM

This bright room is located on the Spa Level and features large windows with plenty of natural light, which can be dimmed through blinds. At 784 sq. feet it accommodates 75 guests Theatre, 35 guests Classroom and 24 guests Crescent Round Style.



SABAL PALM

This room is also located on the Spa Level and is an ideal room for small board meetings, break-outs or an office with 420 sq. feet and space for up to 40 guests Theatre and 15 guests U-Shape Style.



SILVER PALM

Another one of our meeting rooms on the Spa Level featuring 399 sq. feet and space for 40 guests Theatre and 20 guests Conference Style is ideal as a production office or break-out room.



ROEBELLINI PALM

Our smallest meeting room on the Spa Level still comprises 252 sq. feet and has space for up to 15 guests Theatre and 15 guests Conference Style yet is probably best used for intimate meetings or as an office.



Weddings & Celebrations

WEDDINGS

Let us captivate you with an unforgettable wedding celebration orchestrated by our catering specialists in true beachside serenity. You and your guests will be delighted by our personalized service, natural gourmet cuisine and laid back sophistication, inspired by the nature surrounding our sanctuary.

Our wedding destination offers a variety of both outdoor and indoor spaces, set to capture your personal taste while our vibrant tropical gardens and gazebo will move you and your guests as you share in warm, tender moments to last forever. Our highly trained catering and services staff will be there every step of the way, from creating scrumptious menus to assisting you in your decorating or entertainment needs.

Committed to exceeding your expectations, we offer world-class services including:

- Customized menu planning & pre-packaged selections
- Restaurant-grade catering menus, including organic, local and healthful selections
- Bride and groom's oceanfront accommodations for one night included in the wedding package
- Group room bookings and assistance
- Top-notch preferred vendors for everything from flowers, cakes and décor to photography, music and transportation, or complete wedding planning services

Wedding ceremonies at The Palms Hotel & Spa may be held at:

- Our elegant, colonial-style wedding Gazebo and private wedding lawn
- The beach (subject to permitting by the City of Miami Beach)
- The covered Veranda Terrace
- The Royal Palm or Queen Palm Ballrooms

Destination Weddings

The Palms specializes in Destination Wedding planning. Extend the day you've dreamed of into an unforgettable destination wedding weekend. Invite your guests to kick off the festivities with a rehearsal dinner, with options ranging from a tropical poolside barbecue to an elegant cocktail reception. For the ultimate celebration, end your wedding festivities by saying thank you to your guests with our morning-after brunch. With our array of settings and menus, each event as part of your wedding is destined to be unique. And in between functions, your guests can continue the festivities by relaxing by the pool, enjoying the Spa or venturing out to enjoy what South Beach has to offer.





real feeling. *Inspired by Nature*

CELEBRATIONS

As an earthly elegant property in a magnificent location The Palms Hotel & Spa is also the ideal venue for anyone seeking a laid-back beachfront ambience for any type of inspiring celebration or event.

Our experienced Catering specialists will work with you in creating just the celebration to fit your personal wishes and style, no matter if it's a Birthday, Engagement or Anniversary party, Sweet 16's, Quince, Bar and Bat Mitzvah, 1st Communion, Baby Shower, or anything else.

What we offer

- Customized menu planning & pre-packaged selections
- Restaurant-grade catering menus, including organic, local and healthful selections
- Outside specialty caterers (e.g. Kosher, Indian, etc.) permitted (subject to handling fees)
- Group room bookings and assistance
- Top-notch preferred vendors for everything from flowers, cakes and décor to photography, music and transportation

OUR VENUES

We feature an exceptional choice of venues with a total capacity even for large parties of up to 1000 people. Our venues include:

- The Veranda Terrace, a covered outdoor space overlooking the Gazebo area, ideal for cocktail receptions or al-fresco brunches, lunches or dinners
- The Royal Palm Room, our largest ballroom, offers dinner reception capabilities of up to 220 people
- The Queen Palm Room, our second largest ballroom, is suitable for dinner receptions of up to 130 people and has direct access to the Veranda Terrace
- Essensia Restaurant terraces
- The South Lawn
- Additional smaller rooms and other outdoor spaces, providing a range of flexible options for your event

To request more information or reserve space for your wedding or celebration, send an email to catering@thepalmshotel.com or submit an online Request For Proposal.





Function Areas



ROYAL PALM

Our largest Ballroom offers space for 350 guests Reception and 220 Banquet Style. Large windows, high ceilings with elegant lighting and unique chandeliers as well as mirrors give the room a grand ambiance. The room's neutral décor serves as a blank canvass to create any ambience you desire while its integrated state-of-the-art AV System will assist you with any such requirements during your event.



QUEEN PALM

This elegant yet tropical Ballroom features French doors with direct access to the Veranda Terrace, floor to ceiling windows with unrestricted views of our gardens and Gazebo as well as an artfully crafted chandelier, wall lighting and a state-of-the-art integrated AV System. This room can accommodate 200 guests Reception and 130 Banquet Style.



VERANDA TERRACE

Our large covered terrace is the ideal area for al-fresco breakfasts or brunches, cocktail receptions or casual dinner functions. It overlooks the gardens and offers direct access from the Queen Palm room. It provides ample space for up to 200 guests Reception and 130 guests Banquet Style.



TRELLIS

Much loved breakfast and break-out area for corporate groups as well as a great place for after dinner drinks or small get-togethers. The Trellis area can accommodate up to 50 guests Reception and 30 guests Banquet Style.



RESTAURANT TERRACE

The Restaurant Terrace is also available for group lunches or dinners for up to 80 guests.



RESTAURANT POOL TERRACE

Close to the pool and in the midst of our tropical gardens this terrace is the perfect venue for relaxed lunches or laid-back dinners for up to 60 guests.



LOUNGE TERRACE

Our tropical Lounge Terrace offers space for up to 80 guests for pre-event drinks or intimate get-togethers.



POOL DECK

Located around our pool the Deck is available for dinner receptions for a minimum of 100 guests. The maximum capacity is of 300 guests Banquet Style and 500 Reception Style. (special restrictions apply)



SOUTH LAWN

This wonderful garden setting with possible additional use of the Tiki huts and cabanas will provide for a balmy and tropical Miami Beach event. For an al-fresco dinner reception under the stars it can accommodate up to 150 guests and for a cocktail reception up to 250 guests.



WEDDING GAZEBO

Our colonial Wedding Gazebo provides the perfect setting for a tropical Miami Beach wedding for parties of up to 140 guests. An additional 80 guests can be accommodated in the Trellis area.



GREAT ROOM

Set off the Main Lobby, The Great Room's library-style lounge features some of the hotel's collection of giant indoor palm trees and provides for a great exhibition space or for a reception of up to 100 guests.



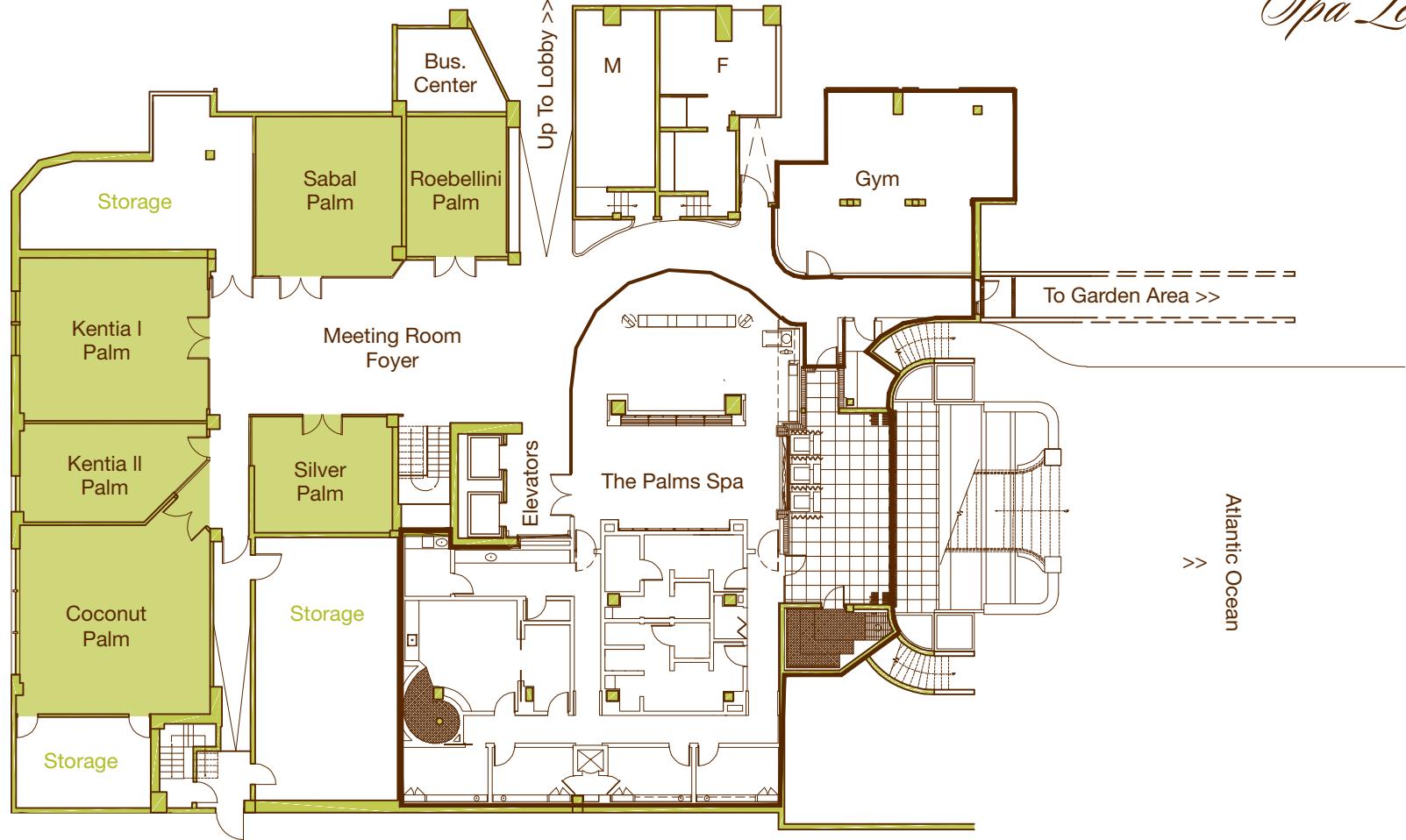
MAIN LOBBY

The Main Lobby provides guests a warm welcome and makes for an ideal exhibition area which extends outward to the gardens, swimming pool and ocean beyond.

Lobby Level



Spa Level



Descriptions & Measurements

Specifications	Royal Palm	Queen Palm	Princess Palm	Kentia I + II Palm	Kentia I Palm	Kentia II Palm	Coconut Palm	Sabal Palm	Silver Palm	Roebellini Palm	Veranda Terrace	Trellis	Restaurant Terrace	Restaurant Pool Terrace	Lounge Terrace	Pool Deck	South Lawn	Great Room	Main Lobby
Dimensions	52x51x12	43x40x10	25x16x12	28x35x8	28x21x8	28x14x8	28x28x8	21x20	21x19	14x18	39x37	50x16	74x13	61x23	44x25	40x74	52x52	49x31	36x101
Sq. Ft.	2,652	1,720	400	980	588	392	784	420	399	252	1,918	800	962	1,403	1,100	2,960	2,704	1,519	3,636
M2	246	160	37	91	55	36	73	39	37	23	178	74	89	130	102	275	251	141	338
Reception	350	200	35	80	50	40	90	45	45	30	200	50		60	80	500	250	100	
Theater	250	120	30	70	50	35	75	40	40	15		80							
Banquet	220	130	24	50	30	20	60	30	30	20	130	30	80	60		300	150		
Classroom	120	70	20	40	30		35	20	20										
Conference	45	40	20	35	20	15	30	20	20	15									
U-Shape	50	30	15	30	20		30	15	15										