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BETSY HOTEL

South Beach & Elegance Go Hand-In-Hand



Flashy art deco hotels line the famed Ocean and Collins Avenues in South Beach Miami. Notorious for toned bodies soaking in the summer sun and parties that go on till the wee hours of the morning, South Beach in Miami is a haven for the stylish crowd looking for a beautiful beach and a good time. Dramatically positioned between the curvy and flashy architecture on Ocean Drive sits one of the most historic hotels in all of Miami. The landmark Betsy Hotel, built in 1942, is a throwback to nostalgic days that put South Beach on the map. In 2009, The Betsy hotel completed a massive \$40 million renovation and rebranded itself as one of the chicest spots to stay and one of the only 5 Star Boutique Hotels in South Beach. Conde Naste named The Betsy one of the "Coolest Hotels" in their top 100 Hot List in 2009. So what exactly makes The Betsy so hip?

Reminiscent of a Gatsby inspired grand summer plantation on the coast, the simple white columned hotel is distinctly different from the curvy brightly colored buildings in South Beach. The Betsy has 63 beachside rooms and suites that are elegant and equally equipped with the state of the art audio/video and wireless connectivity. The marble bathrooms feature in mirror LCD TV's with Bose sound. A pillow menu, precision lighting controls, rain shower, and exquisite Malin+Geotz apothecary bath products are the standard in every accommodation. Walking through the lobby, one can't help but feel that you are walking through a Ralph Lauren catalogue. Potted Palm plants and crisp woven rugs highlight a tropical yet classy atmosphere. The enormous rooftop area features amazing views of the Atlantic and there, guests will find a Wellness Garden with spa services available and daily yoga classes. Situated in their private courtyard outside is an intimate pool that gives off an aura of tranquility and privacy for Betsy guests only. Dining at the Betsy is most

certainly a well sought after experience. "BLT Steak" is the fine dining restaurant with one of the hardest reservations to get in town. This is mostly due to its famous Chef, Laurent Tourondel who won Bon Appetit's Restaurateur of the Year in 2007 and Best Chef by Food & Wine Magazine in 1997. This cozy French Bistro serves up a modern take on the classic steakhouse that continually draws rave reviews. The most intriguing feature of the Betsy is their exclusive "B Bar". If you are a guest of The Betsy, chances are you won't easily find this lounge. This "invitation only" hot spot, is found by descending a set of small stairs and walking through what appears to be a "service hallway". At the end of the hallway lies a door, in which if you are on "the list", you are allowed to pass through to one of the most gorgeously decorated areas in all of South Beach. A softly lit grand bar is the main draw but as your eyes adjust to the dark environment, you begin to notice that the low ceiling is covered with a mirror like coating which reflects the dimmed lights and is almost disorientating. Add an hypnotic beat from the nearby DJ's bass and some Miami inspired drinks and you have one hot party spot. Make no mistake though, this underground bar is not a RAVE party waiting to happen. Imagine a "speak easy" with Parisian hand cut crystal lamps glowing lightly, bartenders dressed in retro "prohibition" attire and Jennifer Lopez sitting in the corner enjoying the music without worrying about the Paparazzi or crazed fans snapping photos. If you are lucky enough to get in, make sure you dress to impress!

Add together great food, lavish style, a perfect location and one of the trendiest night clubs in town and it is no wonder what the buzz is about. The Betsy is one of the best bets in Miami for a relaxing experience where you can feel pampered and still partake in all the put South Beach on the map!