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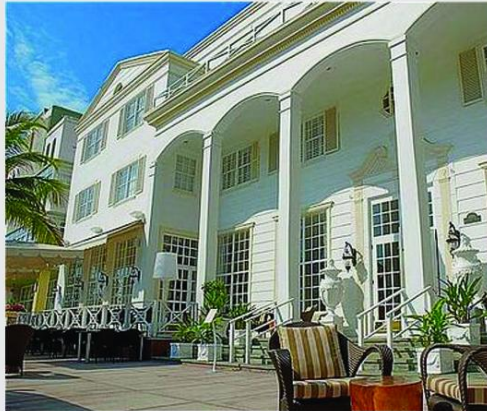
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NEWS

SOUTH BEACH HOTEL THE BETSY DELIVERS SURPRISING AMENITIES
 Travel and Real Estate

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October 25, 2008 - New York, NY - The Betsy Hotel is scheduled to open her doors after a complete renovation in December of 2008. As a new hotel, the The Betsy is taking a look at revamping the expected amenities of luxury hotels. For example, take the traditional evening pillow-top amenity. For decades, travelers have grown accustomed to being welcomed into their rooms and suites by a small, cold lump of chocolate resting on their pillows. Instead of chocolate, The Betsy will welcome guests into her 63 superbly decorated, luxuriously comfortable rooms with wildflower encrusted bookmarks. When planted in soil and watered, the bookmark's recycled paper will biodegrade and in just a few short weeks you will be left with a beautiful cluster of fresh flowers to remember your vacation beneath the sun.

"Combining equal parts traditional hospitality and warm, relaxed service, The Betsy's goal is to be at once completely comfortable and familiar, yet create an undeniable mark which would make The Betsy stand out from other hotels in Miami Beach," says Jon Wubben, General Manager of The Betsy.

And for those pillow-top chocolate lovers who crave a late-night fix, don't be distraught, as The Betsy provides a chocolate selection to satiate your sweet tooth as part of your in-room amenity basket.

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