

# MARGARITAVILLE®

## *Beach Resort*

HOLLYWOOD BEACH, FL.

Media Contact:

Samantha Jacobs, Hemsworth Communications

954-716-7614 or [Samantha.Jacobs@HemsworthCommunications.com](mailto:Samantha.Jacobs@HemsworthCommunications.com)

FOR IMMEDIATE RELEASE

### MARGARITAVILLE HOLLYWOOD BEACH RESORT CONFIRMS SUMMER 2015 OPENING, REVEALS NEW DETAILS ON EXTENSIVE AMENITIES

New 349-Room Destination Resort Names General Manager, Appoints Sales & Marketing Team, Provides Updates on Function Space, Dining Concepts and Spa

Hollywood, Fla. – September 3, 2014 – Margaritaville Hollywood Beach Resort, the anticipated new resort situated on the legendary Hollywood Beach Broadwalk in Hollywood, Florida, today announced an array of updates and confirmed its Summer 2015 opening. With just one year until its doors open, the destination resort and entertainment complex introduced the first members of its management team and revealed a series of exciting new details surrounding its one-of-a-kind facilities and amenities.



Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett, Margaritaville Hollywood Beach Resort (pictured left) is on track for a Summer 2015 completion. Designed to offer an extensive array of amenities combined with a high degree of hospitality, service and attention to detail, the 349-room 17-story resort will be the perfect setting for guests to escape the everyday and just chill. Margaritaville Hollywood Beach Resort will bring an entirely

different perspective to South Florida with its unique, authentic, “no worries,” tropical vibe and the feeling of escape that is experienced immediately upon arrival.

(continued on page two)

General Manager Named, Along with New Marketing and Sales Team

Industry veteran Cate Farmer (pictured right) has been named general manager of Margaritaville Hollywood Beach Resort. Farmer, who has more than two decades of hospitality industry leadership experience, most recently served as general manager of Mondrian at Baha Mar in Nassau, Bahamas. Previously, she held executive positions at Morgans Hotel Group's Mondrian South Beach and Ames in Boston, Massachusetts. A two-time winner of the Marriott Gold Circle Award for sales achievement, Farmer has worked as a Green Lodging and environmental advocate and is actively involved in creating benchmarking sustainability practices for the lodging industry. She served on the board of the Massachusetts chapter of AH&LA (American Hotel and Lodging Association) and is an active member in the Women in Lodging community.



"I am thrilled to be onboard and excited to help bring the vision for this exciting new resort to life," said Farmer. "With an incredible oceanfront location in Greater Fort Lauderdale and the powerful brand platform of Margaritaville, we are confident Margaritaville Hollywood Beach Resort will emerge as a top destination for leisure and business travelers from around the world."



Additionally, Margaritaville Hollywood Beach Resort has named Manny Corral director of sales and marketing. Corral previously served as Director of Sales & Marketing for Starwood Hotels & Resorts, overseeing the Sheraton Nassau Beach Resort & Casino and Westin Aruba Resort. Before joining Starwood, Corral was Vice President of International Sales & Marketing for Grupo Posadas, a leading Latin American hotel operator with 100-plus properties. Corral brings extensive hospitality leadership experience to the project, including prior posts with The Ritz-Carlton Hotel Company and Sonesta Hotels & Resorts.

Other recent resort team appointments include Veronica Miranda as public relations and marketing manager and David Margolis as director of group sales. Miranda hails from South Florida-based lifestyle hotel group B Hotels & Resorts® and Margolis most recently served as national account manager for Grand Lucayan Resort.

#### Diverse Collection of Restaurant and Bar Options Includes New Margaritaville-Inspired Fine Dining Concept

When it opens in Summer 2015, Margaritaville Hollywood Beach Resort will be a dining and entertainment destination that will be a welcome addition to the local dining scene enjoyed by local guests and visitors alike, with eight diverse food and beverage venues, including Jimmy Buffett's Margaritaville, LandShark Bar & Grill, License to Chill Rooftop Bar, Lone Palm Bar, Floriday's Food Trailer and 5 o'clock Somewhere Bar.

Rounding out the resort's dining options will be JWB Prime Steak and Seafood, a new Margaritaville-inspired fine dining restaurant, with details and renderings anticipated for release in the coming months. With a unique range of quality waterfront options and everything from tiki bars to upscale dining, guests will have everything they need to raise a glass and take a bite out of paradise.

(continued on page three)

## Plans for 11,000 Square-Foot St. Somewhere Spa Lets Guests Check in and Chill Out



Travelers visiting Margaritaville Hollywood Beach Resort will be able to indulge in paradise at the expansive, 11,000 square-foot St. Somewhere Spa. An incredible, tropical oceanfront retreat with eleven treatment rooms, the spa will be an ideal spot for locals, resort guests and event attendees to reward themselves. Gender-specific lounges and locker rooms will be complemented by a co-ed wet lounge featuring heated benches and two uniquely designed couples treatment rooms. Services will include hot stone, aromatherapy, deep tissue, Swedish and Shiatsu massage therapy along with on-site facials, waxing, hair styling and manicures/pedicures. Steam rooms, monsoon showers and a cascade pool will relax, rejuvenate and recharge.

## Resort's Flexible Function Space Adaptive to Variety of Event Types & Sizes

Guided by the philosophy that each event is a unique adventure, the resort's dedicated team of event services professionals are focused on designing authentic meeting and entertainment experiences. The ultimate destination for meetings, Margaritaville Hollywood Beach Resort will give corporate, association and social group attendees a place to focus on the business at hand and then a license to chill. Eleven distinctive meeting and event spaces will include the 10,000 square-foot 'Compass Rose Ballroom,' which will be divisible into four smaller segments – North, East, South and West. Seven additional breakout rooms will include The Board Room, Continental Drifter, Nautical Wheeler, Fins Left, Fins Right, Hemisphere Dancer and Coral Reef.

Additional details about the on-site amenities, services and facilities at Margaritaville Hollywood Beach Resort are expected to be announced in the coming months. This will include plans for the resort's coastal-luxe guestrooms; extensive water recreation and active adventure areas with a FlowRider® Double; beachfront fitness center; family and children's programming; entertainment venues and more than 7,000 square-feet of retail space. Margaritaville Hollywood Beach Resort is professionally managed by Coral Hospitality and once open, is expected to achieve the AAA Four Diamond ranking.

For more information, visit <http://www.MargaritavilleResorts.com/> or call (954) 874-4444. Follow Margaritaville Hollywood Beach Resort on Facebook at <https://www.facebook.com/MargaritavilleHollywoodBeachResort/>.

# # #