

MARGARITAVILLE®

Beach Resort

HOLLYWOOD BEACH, FL.

"Destination Paradise"

Resort Overview



Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett, Margaritaville Hollywood Beach Resort is a destination resort and entertainment complex situated on the legendary, Hollywood Beach Broadwalk in Hollywood, Florida. This \$175 million resort is the centerpiece of a revitalization effort taking shape in Hollywood Beach, and is expected to become the first Margaritaville resort to achieve the AAA Four Diamond ranking.

Margaritaville Hollywood Beach Resort features an extensive array of amenities and an unparalleled degree of hospitality, service and attention to detail. This 349-room 17-story oceanfront resort brings an entirely different resort perspective to South Florida with its unique, authentic, “no worries,” tropical vibe and the feeling of escape that is experienced immediately upon arrival.

Coastal-luxe guestrooms with modern, innovative amenities delight discerning travelers seeking the comforts of home. Inspired by Margaritaville, eight diverse bar and restaurant concepts with a spectrum of offerings from casual dining to upscale cater to travelers and local residents alike, as will an expansive, serene 11,000 square-foot spa. With incredible views of the Atlantic Ocean and Intracoastal Waterway, the resort’s location – and 30,000 square feet of function space – sets the stage for corporate group collaboration and social group inspiration.

The perfect setting for guests to escape the everyday and just chill, Margaritaville Hollywood Beach Resort serves as ***Destination Paradise*** for guests who are looking for an exciting place to discover new adventures, celebrate with friends and family or indulge in a relaxing getaway.

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Fact Sheet

Overview:

Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett, Margaritaville Hollywood Beach Resort is a destination resort and entertainment complex situated on the legendary, Hollywood Beach Broadwalk in Hollywood, Florida. This is ***Destination Paradise***.

Location:

1111 North Ocean Drive
Hollywood, FL 33019

Phone Number: 844-5OCLOCK (844-562-5625)

Website: www.MargaritavilleResorts.com

Accommodations:

Influenced by colors of the sea, sand and sky, the 349 coastal-luxe, contemporary guestrooms are coastal perfection. Sleek, teak-finished furnishings, subtle maritime accents, crisp white bedding and colorful accessories create a relaxing setting for another day in paradise.

All Guestrooms & Suites Offer:

- Balcony overlooking the Atlantic Ocean or the Intracoastal Waterway
- Luxurious bedding with all white linens
- Work desks
- Spacious walk-in showers
- 42" LCD TVs
- High-speed Wi-Fi and data ports
- Bluetooth compatible alarm clocks
- Irons & ironing boards
- In-room safes
- 349 guestrooms and suites include:
 - 178 King, 450-600 square feet
 - 155 Double Queens, 450-600 square feet
 - 12 Suites, 840-2,834 square feet
 - Banana Republics Hospitality Suite
 - Son of Sailor Hospitality Suite
 - The Coral Reefer Suite (Vice Presidential Suite), 2,649 square feet
 - The Jimmy Buffett (Presidential Suite), 2,834 square feet

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Parking:

- 1,000 parking spots in total
- 600 spots designated for public use

Rates

- Monday – Thursday: \$3 per hour for the first four hours; everything after four hours is \$30
- Friday – Sunday: \$4 per hour for the first four hours; everything after four hours is \$30
- Overnight Guest Valet: \$35 per night
- Overnight Guest Self-Parking: \$30 per night
- Restaurant Guests (Valet Only): parking for the first four hours (with validation) is \$10; everything after four hours is \$35 per hour

Resort Pricing

- Nightly rates starting at \$206
- Nightly resort fee includes: basic wireless internet service, access to fitness center and classes, two beach chairs and one umbrella, in-room coffee and bottled water, and local calls.

Restaurants/Cafes

Eight diverse bar and restaurant concepts, including:

- JWB Prime Steak and Seafood
- Jimmy Buffett's Margaritaville Restaurant
- LandShark Bar & Grill
- License to Chill Bar
- 5 o'Clock Somewhere Bar & Grill
- Lone Palm Beach Bar
- Floridays Airstream Café
- Margaritaville Coffee Shop



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Resort Accommodations

- Business Center
- Valet Parking or Self-Parking
- Concierge Service
- In-Room Dining
- Laundry Services
- Pet-Friendly (25 pounds or less)



Recreational Activities

- Paddleboard rentals
- Hollywood Beach Bandshell and Great Lawn
- Entertainment Venue
- Retail shops
- 24-hour state-of-the-art Fitness Center
- 11th floor pool and License to Chill Bar

Unique Oceanfront Poolscape and Water Recreation Area

- Three pools and 22 cabanas
 - LandShark pool
 - Lone Palm pool
 - 11th floor pool – License to Chill
- The Beachfront FlowRider® Double - a surf simulator generates a thin sheet of water which flows over a curved hill to form the perfect ocean wave – is open to resort guests and the public.
 - \$30 for 30 minutes
 - \$45 for 60 minutes



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ST. SOMEWHERE SPA

Full-Service Spa

- 11,000 square-foot spa
- Gender-specific lounges and locker rooms
- Co-ed wet and thermal lounge
- Steam rooms, rainfall showers and a hot tub
- 11 treatment rooms
- Two uniquely designed couples treatment rooms

Spa Services including:

- Hot stone
- Aromatherapy
- Deep tissue and Swedish massage therapy
- Facials
- Waxing
- Hair styling

Resort Retail Space

- Margaritaville Surf Shop
- Live Life Like a Song Margaritaville Store
- Margaritaville Lifestyle Store
- There will be an additional retail store in 5 o'Clock Somewhere Bar & Grill

Meeting and Event Space

Overlooking the Atlantic Ocean, 30,000 square feet of combined indoor and outdoor event space sets the stage for collaboration, motivation and productivity. Offering over 23,000 square feet of interior meeting and pre-function space, the 9th floor is insulated from distractions, creating an enclave for accomplishing the business of the day. An additional 7,000 square feet of oceanfront, outdoor event space, located on the 11th floor, gives groups a stunning venue for receptions and dinners and one of the most incredible views in South Florida.

- 10,000 square foot Compass Rose Ballroom
- Seven smaller rooms for breakouts
 - Nautical Wheeler, 940 square feet
 - Fins Left, 870 square feet
 - Fins Right, 870 square feet
 - Hemisphere Dancer, 1170 square feet
 - The "Board Room", 640 square feet
 - Coral Reef, 651 square feet
 - Continental Drifter, 600 square feet
- 8,825 square foot One Particular Harbour pre-function area
- 7,000 square foot 11th Floor License to Chill Bar outdoor event space

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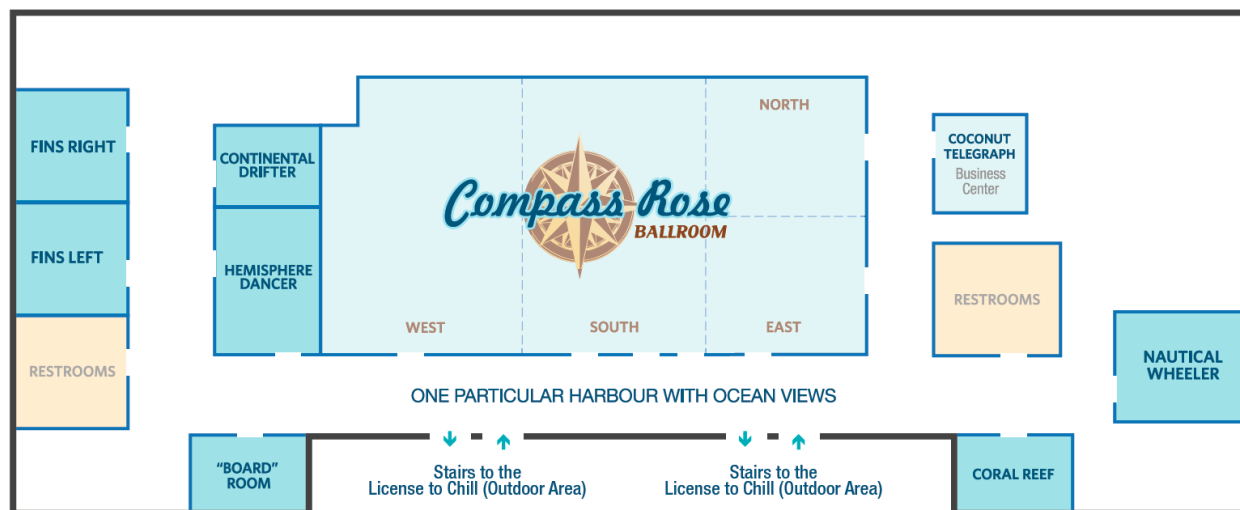
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Meetings & Events Floor Plan



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ROOM NAME	SPACE	CEILING	SIZE	BANQUET	COCKTAIL	THEATRE	CLASS	CONFERENCE
Compass Rose Ballroom	10,152 Sq. Ft.	18 Ft.	72 x 142 Ft.	630	1,000	846	600	-
Compass Rose West	3,300 Sq. Ft.	18 Ft.	49 x 72 Ft.	210	350	275	195	-
Compass Rose South	2,880 Sq. Ft.	18 Ft.	40 x 72 Ft.	180	300	240	170	-
Compass Rose North	1,692 Sq. Ft.	18 Ft.	36 x 46 Ft.	110	150	141	100	39
Compass Rose East	1,692 Sq. Ft.	18 Ft.	36 x 46 Ft.	110	150	141	100	39
Compass Rose West & South	6,264 Sq. Ft.	18 Ft.	89 x 72 Ft.	390	600	522	370	-
Compass Rose East & North	3,888 Sq. Ft.	18 Ft.	72 x 46 Ft.	240	400	324	230	-
Compass Rose North, East & South	6,768 Sq. Ft.	18 Ft.	86 x 72 Ft.	420	650	564	400	-
Nautical Wheeler	940 Sq. Ft.	11 Ft.	28 x 35 Ft.	60	90	78	56	22
Coral Reef	651 Sq. Ft.	11 Ft.	31 x 20 Ft.	40	65	54	38	15
"Board" Room	640 Sq. Ft.	11 Ft.	32 x 40 Ft.	-	-	-	-	16
Fins Left	870 Sq. Ft.	11 Ft.	29 x 30 Ft.	50	85	73	51	20
Fins Right	870 Sq. Ft.	11 Ft.	29 x 30 Ft.	50	85	73	51	20
Continental Drifter	600 Sq. Ft.	11 Ft.	31 x 30 Ft.	40	60	50	35	14
Hemisphere Dancer	1,170 Sq. Ft.	11 Ft.	40 x 30 Ft.	70	115	98	69	27
One Particular Harbour	8,825 Sq. Ft.	-	-	-	350	-	-	-

License to Chill Bar – 11th Floor Event Space

ROOM NAME	SPACE	SIZE	BANQUET	COCKTAIL	THEATRE
License to Chill (Outdoor Area)	7,020 Sq. Ft.	120 x 78 Ft.	440	700	-
License to Chill - North or South (Outdoor Area)	3,510 Sq. Ft. Each	78 x 60 Ft.	220	350	200



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Sample Menu

Buffet Lunch Selections

*Includes Iced Tea with Lemon, Freshly Brewed Coffee and Assorted Specialty Tazo Teas
Buffet Menu Items are displayed for a maximum of two hours to ensure health & safety standards
Minimum of 20 guests*



Entrée Selections

Choice Of Two – \$50, Choice Of Three – \$56, Choice Of Four – \$62

Baked Salmon
Jerk Mahi Mahi with Tropical Fruit Salsa
Seared Florida Grouper with Citrus Relish
Pan Seared Chicken Breast with Honey, Ginger Marinade, & Mango Chutney
Herb Marinated Grilled Chicken Breast with Caramelized Onion Jus
Sautéed Chicken Breast, Basil Pesto, Shaved Parmesan
Spice Rubbed Pork Loin with Calvados Apple Demi Glace
Churrasco Flank Steak with Cilantro Chimmi Churri Sauce
London Broil with Roasted Mushrooms

Side Selections

Choice of Two

Creamy Polenta
Grilled Asparagus & Sweet Glazed baby Carrot
Wild Rice Pilaf
Creamed Spinach with Cambozola Cheese
Macaroni and Cheese
Warm Quinoa Salad
Sautéed Broccolini
Garlic Yukon Mashed Potato
Sautéed Spinach and Garlic
Sweet Potato Mash
Oven Roasted Fingerling Potatoes
Sautéed Haricot Verts
Oven Roasted Seasonal Vegetables

Dessert Selections – Individual Servings

Choice Of Two

NY Style Cheesecake with Lingonberry Compote
Mixed Berries White Chocolate Mousse
Caramel Flan with Macerated Berries
Strawberry Mini Shortcakes
Key Lime Meringue with Orange Whipped Cream
Double Fudge Brownies & Butterscotch Blondies
Triple Layered Chocolate Cake
Homemade Tiramisu with Cocoa Dust
Assorted Cookies
Chocolate Swiss Roll
Napoleons
Assorted Fruit Tarts
Chocolate Bundt Mousse Cake

*All Items are per person and subject to a 24% Service Charge and 6% Florida State Sales Tax, unless otherwise noted.
Sample Menus – Food & Beverage Items and Pricing are Subject to Change. 9/24/14*

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Local Attractions

Discovering The Greater Hollywood Beach/Fort Lauderdale Area

From the Intracoastal Waterway to the luxury shops of nearby Las Olas Boulevard, visitors to Margaritaville Hollywood Beach Resort can experience some of South Florida's most interesting and unique attractions, including:

- **Arts Park at Young Circle** – Featuring 10 acres of lush green space, jogging grounds, a children's play area and interactive fountain, this revolutionary park is an ideal area to unwind, soak in the sun and enjoy a relaxing picnic.
- **Downtown Hollywood** – Explore the historic downtown Hollywood area aboard an old-fashioned Trolley. For just \$1, explore nature and oceanfront dining in North Beach and shopping/recreation in Central and South Beach.
- **Art and Culture Center of Hollywood** – Interested in getting in touch with your artistic side? Take in Hollywood's contemporary exhibitions, live stage performances and educational workshops.
- **Water Taxi** – Weave along the Intracoastal Waterway aboard Fort Lauderdale's renowned water taxi, seeing firsthand why this sunny destination is called the "Venice of the Americas."
- **Gulfstream Park** – Filled with decant restaurants, shops, galleries, horse racing and a casino, The Village at Gulfstream Park is the ideal all-day hangout with options for the whole family.
- **Las Olas Boulevard** – Check out the posh boutiques along this busy shopping and dining boulevard and people watch at a quaint street-side cafe.
- **Anne Kolb Nature Center** – With more than 1,500-acres of mangroves, take a boat ride on one of five trails within this incredible nature preserve. You may even spot an endangered species!

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Meet the Margaritaville Hollywood Beach Resort Team

Executive Bios



Cate Farmer, General Manager – Industry veteran Cate Farmer joins Margaritaville Hollywood Beach Resort as general manager. With more than two decades of hospitality industry leadership experience, Farmer 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.



Manny Corral, Director of Sales and Marketing – Manny Corral serve as director of sales and marketing for the resort. Corral previously served as director of sales and 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 and marketing for Grupo Posadas, a leading Latin American hotel operator with 100-plus properties. Corral brings extensive hospitality leadership experience to this project, including prior posts with The Ritz-Carlton Hotel Company and Sonesta Hotels & Resorts.



David Margolis, Director of Group Sales – David Margolis joins Margaritaville Hollywood Beach Resort as director of group sales. Margolis has more than 30 years of experience working for leading hotel companies, including Marriott International, Starwood Hotels & Resorts and Hilton Worldwide. Most recently, he was national account manager for Grand Lucayan Resort in The Bahamas, where he managed 15 territories. Before that, he served as a gap sales manager during the transition of the Marriott Teaneck New Jersey and director of sales and marketing, catering manager and convention services manager for the Lajitas Golf Resort & Spa in Texas.

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Veronica Miranda, Public Relations and Marketing Manager – Veronica Miranda fills the role of public relations and marketing manager for Margaritaville Hollywood Beach Resort. With a decade of hospitality marketing experience, Miranda most recently served as director of brand services for South Florida-based lifestyle hotel group B Hotels & Resorts®. During her tenure there, Miranda played a critical role in developing and executing strategic marketing programs and media campaigns to drive revenue and build brand awareness. Miranda also spearheaded the creative design and optimization of each branded hotel's website, digital marketing efforts and social media platforms.



Eric Enriquez, Director of Catering and Conference Services – Eric Enriquez serves as the resort's director of catering and conference services. Enriquez joins the management team at Margaritaville Hollywood Beach Resort with 20 years of experience spanning numerous hotel and resort companies across the United States and Caribbean. His work includes posts at several Ritz-Carlton properties, ONE Bal Harbour Resort & Spa Miami and The Biltmore Hotel in Miami. Before joining this new resort team, Enriquez served as director of catering at the Grand Bohemian Hotel in Orlando, Florida.



Tim Arnold, Director of Food & Beverage – Tim Arnold serves as the resort's director of food and beverage. With 20 years of luxury hotel, resort, condominium and restaurant experience, Tim Arnold is an expert in developing and managing global brands. Most recently, Arnold served as director of operations for Levy Restaurants, overseeing food and beverage operations for American Airlines Arena in Miami, Florida. Previously, Arnold held senior leadership roles for some of the world's most renowned hospitality companies, including working as regional director of operations for China Grill Management and hotel director for Miami's \$650M Canyon Ranch.

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Francisco Blanch, Director of Leisure Sales – Francisco Blanch joins the resort team as the director of leisure sales with more than 20 years of experience in sales, management, customer service, marketing and product development. He has served in a variety of senior positions within leading hotel and resort portfolios, with an expansive background in pre-opening sales development. Most recently, Blanch was director of sales and marketing for Starwood Hotels & Resorts South Florida & Caribbean, where he managed a team of five account directors responsible for 16 properties. Prior to this, Blanch was director of leisure sales for the Fontainebleau Miami Beach



Meaghan Walsh – Director of Finance – A hospitality finance and operations leader with 16 years of experience, Meaghan Walsh has lived and worked in ten cities over the course of her career. She relocated to Miami in 2006 and since that time has worked at some of South Florida's most well-known hotels and resorts including the 612-room Hyatt Regency Miami where she was responsible for all ownership reporting, weekly financial updates, capital planning, pro-forma analysis, and operating budgets. Most recently, Walsh served as director of finance at The James Royal Palm, leading all financial operations for the renowned Miami Beach hotel. During that time, she also served as assistant general manager during a four-month transitional period.

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Hollywood Facts and Historical Background

The City of Hollywood, Florida is a beachfront community located in southeastern Broward County, nestled between Fort Lauderdale and Miami. Founded by city planning visionary Joseph Wesley Young, a Washington state native and former resident of California and Indiana, the original one square mile of farmland has grown to approximately 30 square miles in size and is Broward's third-largest municipality with a population of roughly 143,000 residents. Fort Lauderdale-Hollywood International Airport adjoins the city while Port Everglades, the second busiest cruise port in the world, is partially within its municipal boundaries.

Joseph Young first arrived in South Florida in January 1920 to survey several parcels of land suitable for the site of his "Dream City in Florida." In Young's vision, Hollywood "would be a city for everyone," and was also known as "Hollywood-By-The-Sea." From 1925-1926, Young built both the Hollywood Broadwalk and Casino as means to entertain visitors and draw them to the oceanfront, as well as to stimulate interest in the residential lots he was selling.

On July 8, 1925 the *Miami Metropolis Herald* wrote that Young and Hollywood announced the grand opening of the Beach Swimming Casino that 4th of July. It was on the Broadwalk just south of Johnson Street (which still had the barge bridge crossing to the mainland). The Hollywood Beach Swimming Casino located on the Broadwalk, featured 824 dressing rooms, eighty shower baths, a shopping arcade and an Olympic-sized swimming pool.

Today, Hollywood Beach continues to charm visitors by showcasing a classic Florida. Often compared to quaint European villages and funky Californian beach towns, the character of this area is quintessential Florida. Evening strollers, morning joggers, bicyclists and roller-bladers share the brick-paved, beachfront thoroughfare with visitors enjoying the area's many cafes and bars.

The new Margaritaville Hollywood Beach Resort was built on the site of the former Hollywood Beach Casino. This exciting full-service resort is helping to fulfill Young's original vision for Hollywood Beach, as a place to create lasting memories. It will truly be ***Destination Paradise.***

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Margaritaville Hollywood Beach Resort

Story Angles

- **Hollywood Beach Revitalization** – Joseph Wesley Young, a Washington state native and former resident of California and Indiana, was the visionary behind the original one square mile of farmland that made up Hollywood Beach. Since then, the city has grown to approximately 30 square miles and is Broward County’s third-largest municipality, with a population of roughly 143,000 residents. In order to further advance and grow this destination, Hollywood Beach is currently undergoing a progressive revitalization process. At the forefront of this program is Margaritaville Hollywood Beach Resort. The Jimmy Buffett-inspired property attract guests and locals alike, continuing to enhance the beautiful white sandy beach coast-lined city.
- **New Hotels & Resorts** – Margaritaville Hollywood Beach Resort is a new-build resort, which recently opened in Hollywood, Florida. The property broke ground in August 2013 and features incredible facilities, amenities and services including 349 guestrooms, eight diverse bar and restaurant concepts, a beachfront FlowRider® Double, impressive pools and beachscape, 30,000 square feet of function space and an expansive 11,000 square foot spa. Margaritaville Hollywood Beach Resort is expected to become the first Margaritaville resort to achieve the AAA Four Diamond ranking.
- **Bridal & Honeymoon** – Margaritaville Hollywood Beach Resort is the ideal destination for couples to escape, say “I Do” and celebrate their nuptials with a relaxing yet exciting honeymoon. The expansive 11,000 square foot St. Somewhere Spa is the ultimate spot for brides to be pampered and receive pre-wedding makeovers. And, with customizable wedding packages, couples will be able to plan their ideal coastal wedding, choosing from an array of indoor and outdoor venues.
- **Meetings & Incentive Travel** – With more than 30,000 square feet of function space, Margaritaville Hollywood Beach Resort is the ideal location for any size gathering. Meeting planners and guests alike can partake in business and then unwind and enjoy escaping to paradise. The Compass Rose Ballroom boasts more than 10,000 square feet with four breakout room options and capacity of up to 1,000. The property will also feature breakout rooms including Nautical Wheeler, Fins Left, Fins Right, Hemisphere Dancer, the “Board” Room and the Continental Drifter. The 7,000-square-foot pre-function area, One Particular Harbour, features spectacular waterfront views and floor-to-ceiling windows, adding a breathtaking dimension to continental breakfasts, afternoon breaks and cocktail receptions.

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- **The 11th floor pool and License to Chill Bar** – Outdoor event space features expansive views of Hollywood Beach and the Atlantic Ocean, giving groups a stunning venue for receptions and dinners.
- **Spa** – The expansive, 11,000 square foot St. Somewhere Spa gives guests license to chill. With eleven treatment rooms and an array of other unique, state-of-the-art facilities, guests can truly check in and check out, experiencing a variety of treatments including hot stone, aromatherapy, deep tissue and Swedish massages. Steam rooms, rainfall showers and a hot tub are an idyllic, relaxing way to indulge. A neighboring fitness center is an excellent way to reenergize and get the adrenaline flowing.
- **Culinary** – Margaritaville Hollywood Beach Resort features eight diverse bar and restaurant concepts to fulfill every guest's palate, including Jimmy Buffett's Margaritaville, License to Chill Bar, LandShark Bar & Grill, Floridays Airstream Café, Lone Palm Beach Bar, Margaritaville Coffee Shop and 5 o'Clock Somewhere Bar & Grill. Rounding out the resort's delectable dining venues will be JWB Prime Steak and Seafood, a first-of-its-kind upscale dining restaurant inspired by the Margaritaville lifestyle – slated to open later this year.
- **Family Travel** – With a variety of family-friendly amenities and activities, Margaritaville Hollywood Beach resort is the ideal vacation for parents and children. From the beachfront FlowRider® Double to the Kids Club and family program, this is a special, memorable family escape. An array of suite accommodations feature options of bathtubs and walk-in showers and fit families of all sizes. The surrounding Hollywood, Florida area offers much to do for children of all ages, including the Hollywood Broadwalk, nearby beachfront splash park, Arts Park at Young Circle, Gulfstream Park with live horse racing, Anne Kolb Nature Center and Fort Lauderdale Museum of Discovery & Science.
- **Architecture & Design** – The feeling of paradise radiates through Margaritaville Hollywood Beach Resort with sleek, tropically inspired designs accompanied by subtle maritime accents, natural rock and wood materials, and colorful accessories. There is no doubt guests will feel relaxed and recharged in the resort's carefree coastal style, with incredible balconies overlooking either the Atlantic Ocean or the Intracoastal Waterway; crisp, luxurious bedding with all-white linens; teak-finished furnishings; spacious walk-in showers and more. The resort team joined forces with The McBride Company on this endeavor.

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