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**THE SAVOY HOTEL**  
**--AN OCEANFRONT SOUTH BEACH LANDMARK BOUTIQUE HOTEL--**  
**IS REFRESHED AND READY**  
**FOR VACATIONERS, HONEYMOONERS, WEDDING PARTIES**  
**AND EXECUTIVE MEETINGS AND RETREATS**  
**FOLLOWING A PROPERTY-WIDE RENOVATION**

MIAMI BEACH, FLA (May 16, 2012)—Recent property-wide refreshment renovations at The Savoy Hotel on Ocean Drive in South Beach have been completed and the welcome mat rolled out at the historic, all-suite, 75-room oceanfront boutique hotel located in the heart of Miami Beach’s Art Deco District. Directly on the ocean and just steps away from exciting cafes, boutiques and nightlife on Ocean Drive, the two-acre Savoy hotel property has long been a favorite escape and retreat of celebrities, those in the film and music industries, vacationers, honeymooners, wedding parties and small meeting and retreat planners who seek and appreciate its private “beachfront guest house style” experience. Located south of 5<sup>th</sup> (Street) nestled within a residential neighborhood providing guests the secluded intimacy and advantages of experiencing SOBE like a local with the shopping and nightlife excitement of Ocean Drive just steps away.

“The recent renovations added more color, comfort and contemporary amenities for guests who seek an authentic South Beach experience, either for a weekend or extended stay,” noted, Gary Dyre, General Manager.

He reported that the \$1 million “soft” color-focused renovation to the historic Art Deco landmark boutique 75-room, all-suite beachfront hotel property was completed in November 2011. Guest-focused enhancements include new sofa beds, flat-screen TVs, curtains, furniture, carpeting, fresh paint and upgraded linens in guest rooms and suites, and a refreshment of its Art Deco lobby; restaurant, and its intimate private dining room; Albert’s Place, and terrace; Arlington ballroom; meeting rooms and pool area and decks. A new hospitality room with an outdoor terrace fronting the Ocean Drive streetscape and private bar has been added and named “The Meeting Place,” to accommodate small meetings, private lunches and dinners and social gatherings of 10-20 guests.

(more)

Originally named The Savoy Plaza when built in 1935, the hotel acquired and merged properties in the last decade with the adjacent Arlington Hotel, built in the late 1930s and its property creating The Savoy Hotel, today's two-acre beachfront paradise. Both three-story hotels, the former Savoy Plaza is a pure Art Deco structure designed by architect V.M. Neillenbogen and the Hotel Arlington is a Classical Revival Art Deco structure designed by Miami Beach architect Albert Anis. The Savoy Hotel property has two of the only four Pre-World War II beachside hotels left on South Beach. These are the remaining icons that show what the community was like prior to World War II in Miami Beach.

Guests have the benefit of choosing:

- the quiet, intimate and private retreat and lifestyle locals enjoy
- the eclectic collection of designer fashion boutiques and events, galleries, museums and dining SOBE visitors crave
- the love affair couples, honeymooners, brides and grooms dream about
- the ultimate "beachside business" setting executives and meeting planners seek
- the vibrancy and excitement of Ocean Drive that guests expect, and
- high profile destination events that ignite the area, annually drawing thousands of natives and vacationers from around the country and world

For those "ready for romance", they will have a love affair with The Savoy. This beachfront oasis with its oceanfront sun decks that include spectacular ocean views and its intimate ballroom is popular for weddings...a favorite of local and destination wedding planners and brides and grooms and perfect for honeymooners and those celebrating anniversaries.

For more information regarding specials and how to "Savor the Savoy" and reservations, visit [www.savoymiami.com](http://www.savoymiami.com)

The Savoy Hotel, owned by Savoy Hotel Partners and under the management of Coral Hospitality, is located at 425 Ocean Drive, Miami Beach FL. It is a 10-minute drive to Miami International Airport and The Port of Miami. For more information and reservations, visit online at [www.savoymiami.com](http://www.savoymiami.com) or 800-237-2869.

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