



Contact: Cynthia Boyett
Market Director of Sales and Marketing

Cynthia.Boyett@ritzcarlton.com
305.785.3995

THE RITZ-CARLTON, SOUTH BEACH ANNOUNCES HOTEL-WIDE TRANSFORMATION

Miami icon embarks on next chapter of luxury as it prepares to open January 27, 2020

MIAMI, FL. – April 2, 2019 – A pillar of the Miami community over the past decade, The Ritz-Carlton, South Beach will soon re-open its doors and step into the role of gracious host to travelers visiting the most exotic place in America. The luxury hotel will open January 27, 2020 after a multi-year, property-wide renovation inclusive of guest rooms, suites, spa, Club Lounge, restaurants and bars, lobby, meetings and events spaces, and pool.

A refined gateway to the vibrant culture and colorful history of Miami, the reimagination channels the alluring and tropical rhythm of the destination. Inspiration from the lush surroundings of sparkling blue waters, beach, and foliage is coupled seamlessly with the renowned architectural genius of Morris Lapidus in 1953 to create a new hotel that celebrates the exoticism of this magical city. Historical elements of the original landmark Art Deco building are punctuated throughout the design, introducing guests to a nostalgically futuristic space.

“We are thrilled to open our doors again, re-establishing our positioning as the top luxury hotel in Miami. We have worked extensively to create an authentic sense of place filled with bespoke touches, so that travelers visiting the destination leave with the rhythm of South Beach beating in their hearts,” said Sase Gjorsovski, General Manager of The Ritz-Carlton, South Beach. “With this new chapter we bring tailored service and culture into each and every space. We have taken every bit of feedback into consideration to ensure a truly unique experience for all.”

Designed by the acclaimed firm HBA Miami, the vision for the 375 guestrooms and suites was inspired by Miami’s origins as a vast botanical garden, which later transformed with masterpieces of architecture and a strong cultural heritage to create a uniquely rich amalgam. The result is accommodations that are highly crafted and culturally contextual. The color palette seeks to reflect the blue sparkling waters, orange blossoms, brown hues of Cafecito, and cigars, and the rich golds of flowing rum. Herringbone flooring runs through the rooms boldly accented by crisp moldings, and distinct oversized furnishings such as plush, colorful headboards. Blurring the line between home and hotel, guests will be greeted with picturesque areas for entertaining effortlessly framed by the endless ocean view below.

Channeling playful elegance, the spacious lobby has been transformed into a social hub which will welcome guests and locals in ultimate Miami style and splendor. The landmark building’s original architect, Morris Lapidus once said, “if you create the stage setting and it is grand, everyone who enters will play their part,” and the multi-level lobby does just that. A myriad of

luxurious materials can be found throughout the design, led by New York based firm Meg Sharpe Interiors, with the focal point remaining the original chrome sphere light wall. A combination of rich bronzes and brasses can be found in the public spaces and bar, which will be a mysterious gem offering a nod to Miami's role in the Prohibition era. A vision of polished nickels, blackened steels, and communal seating, the main restaurant will be a convergence of cultural cuisines, brought to life over fire with both indoor and outdoor dining options.

Additionally, the beachfront restaurant and bar formerly known as DiLido will also be completely transformed, as well as enhancements to the recently renovated exclusive Club Lounge, and spa.

Looking ahead to January 2020, the new Ritz-Carlton, South Beach will be the oceanfront retreat that inspires deeper, richer experiences in a unique city, full of spontaneity yet graced with genuine care and comfort for guests. A true haven for connoisseurs of culture and tradition.

###

About The Ritz-Carlton, South Beach

Located steps from Ocean Drive, The Ritz-Carlton, South Beach is a luxury oceanfront property that lies in the heart of South Beach. Currently undergoing a property-wide transformation the hotel will open its doors again in January 2020. For additional information about The Ritz-Carlton, South Beach, please call (800) 241-3333, the hotel directly at (786) 276-4000, a travel professional or visit The Ritz-Carlton website at www.ritzcarlton.com.

About The Ritz-Carlton Hotel Company, LLC

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD., part of Marriott International, Inc., currently operates more than 100 hotels and over 45 residential properties in 30 countries and territories. For more information or reservations, visit the company web site at www.ritzcarlton.com, for the latest company updates, visit news.ritzcarlton.com and to join the live conversation, use #RCMemories and follow along on [Facebook](#), [Twitter](#), and [Instagram](#). The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR). The Ritz-Carlton is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.