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## **Pier House Resort and Caribbean Spa Announces \$10 Million Renovation**

*~ It Takes More Than a Nip and Tuck to Satisfy our Guests ~*

August 2008 (Key West, Florida) – Everybody’s doing it, they just don’t all talk about it...Pier House Resort and Caribbean Spa has just begun a multi-million dollar renovation of all guest accommodations and some public areas in an effort to remain a truly original Key West property with modern and eclectic comforts, décor and amenities. It’s a lift, tuck and enhancement to ensure this dame remains flawless and as popular as ever. The resort started the transformation in mid-May and anticipates completion by October 2008.

Pier House is unique in that there are no two guestrooms physically alike on a floor, the renewal will maintain characteristics of each of the 142 rooms and suites that guests have grown to love. Warm and vibrant color tones are used throughout all five buildings bringing light and character to each space.

Soft palettes of green, blue, yellow and salmon with accent colors in bright pink, orange, and green frame the teak and mahogany furniture. The furniture is custom-designed with one-of-a-kind pieces like poster beds, specialty vanities, cabinetry to house the dresser, flat-screen TV, coffee amenities and an upholstered bench, and rattan desks. Distinctive fixtures, finishes and fabrics highlight the eclectic décor.

“Perhaps the trickiest part of managing a successful resort like Pier House is finding the proper balance between the expected and unexpected, between change and the familiar,” said General Manager Joy Smatt. “It’s important for our guests to feel that Pier House remains faithful to its reputation for delivering an extraordinary vacation experience, providing the comfort and attention that makes each guest feel perfectly at ease. Times change and our guests’ needs must be anticipated.”

Ai Group, a multi-disciplinary design firm based in Atlanta, took inspiration from the local color and flavor of Key West. Suzy Leveille, a principal at Ai Group and the managing designer, states, “We designed for the guest personality at Pier House. This resort attracts a sophisticated, free-spirit seeking an experience that echoes individuality.”

All of the bathrooms have been redesigned to offer more space, and feature earth tones with sandy and porcelain tiles, glass showers, rain showerheads, specialty bathroom vanities, and chrome fixtures. Local artwork will grace the walls of guestrooms and public areas.

Internal and external corridors are enhanced with new paint, wall covering, custom artwork and upgraded lighting. The Atrium building’s front lobby will be revamped to improve guest check-in, concierge and business center services. A new elevator will also be added to this building.

The Beachcomber Suite boasts a nautical theme. The HarbourView building suites with spiral staircases receive new half-bathrooms upstairs. All balcony furniture will be replaced with plush neutral pieces.

The dramatic \$10 million renovation allows guests to experience the tradition of this legendary boutique property with a new look, feel and conveniences. The resort features upgraded security for guestroom key access and hard-wired fire safety systems. Most case goods were manufactured in the United States, including the beds, wall cabinetry, desks and fridge.

Available now, the resort recently added six new stylishly appointed one-bedroom suites featuring near panoramic views, modern earth-toned decor, vibrant artwork, thoughtful amenities including specialty vanity mirror, signature spa collection toiletries, spa robes and rain showerhead, flat screen TV, sitting room, and infinity balcony.

Pier House Resort and Caribbean Spa has provided guests with a sanctuary where free spirits, Conchs and socialites have felt at ease for nearly forty years. This tropical hideaway is nestled in lush gardens, harbourfront at the Gulf of Mexico, and located in the heart of historic Old Town.

If business is a must in Key West, Pier House Resort has 2,600 feet of function space, in addition to public areas, which provides a tropical paradise for receptions and meetings. *(We won't tell anyone you worked wireless with your toes in the sand...)* The Caribbean Spa is for anyone interested in pampering and wellness. The island's only full-service experience provides indulgent body and beauty treatments, a fitness room with cardio and weight equipment, a steam room, and cascading outdoor whirlpool.

The award-winning dining and entertainment options include tropical drinks and lighter fare at the al fresco Beach Bar & Grille, amazing views and cuisine at the HarbourView Cafe, the Wine Galley Piano Bar's fine wine and live tunes, and secrets of the island's playwrights and pirates aren't hard to swallow in the legendary Chart Room.

Recreation is at its finest with a relaxing pool, unconventional private beach, water sports, fishing, and the shopping and attractions of historic Old Town Key West just steps away.

For reservations and more information, contact Pier House Resort and Caribbean Spa toll-free (800) 327-8340, (305) 296-4600, or visit [www.pierhouse.com](http://www.pierhouse.com). *Still as original as Key West...*

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