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Pier House Resort and Caribbean Spa Completes Renovation

November 2008 (Key West, Florida) – Pier House Resort and Caribbean Spa hosted another fabulous Pretenders in Paradise showcase during Fantasy Fest 2008 in October, and opened its doors to celebrate the completion of a multi-million dollar renovation. All guestrooms, suites and most public areas were enhanced with modern and eclectic comforts, décor and amenities.

A major focus of the renovation program was creating distinctive new guestroom and suite design themes, furnishings and amenity packages. All bathrooms were redesigned to offer more space, and feature earth tones with sandy and porcelain tiles, glass showers, rain showerheads, specialty vanities, and chrome fixtures.

Local artwork from Peter Vey and Sandford Birdsey grace the guestroom walls, sprinkled with bright photographic prints of local birds and fish. The Spa Lobby boasts three pieces of renowned artist Guy Harvey's tile art.

Warm and vibrant color tones are used throughout all buildings bringing light and character to each space with soft palettes of green, blue, yellow and salmon while 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 including poster beds, specialty vanities, cabinetry to house the dresser, flat-screen TV, coffee amenities and an upholstered bench, and rattan desks.

"We are excited to share the transformation with our valued repeat and new guests. Pier House has a special place in the history and landscape of this unique island of Key West," said General Manager Joy Smatt. "The experience is further enhanced by the dramatic changes and subtle touches that will keep our guests feeling perfectly at ease."

Ai Group, a multi-disciplinary design firm based in Atlanta, took inspiration from the local color and flavor of Key West. "The owners challenged our design firm to transform this unique property, providing the updated and luxury amenities today's travelers expect while being true to the Pier House's history and character," states Suzy Leveille, a principal and the managing designer.

"Key West is known as a place where the famous and successful can enjoy a private getaway. Pier House was redesigned with a refined casual atmosphere and those guests in mind. The resort has taken the individuality of the guestrooms a step further with each building offering a different design that evokes distinct, comfortable feelings. Colors range from tranquil to intense against a background of eclectic furnishings and wood tones, which have the appearance of being collected over time as if from merchant ships passing through. The local art utilized in the rooms enhances a strong sense of place."

Guestrooms and suites located among lush gardens and tropical foliage, with hidden water features and pools of fish and turtles, feature pale green, deep coral and dark wood. The Beach building rooms and suites are bright and sunny with yellow and orange, sitting on the sandy beach just steps away from the radiant Gulf of Mexico. The Beachcomber Suite features a nautical theme. HarbourView building suites with spiral staircases received new half-bathrooms upstairs. Spa rooms promote tranquility with warm blue, green and cream, custom white shutters and incandescent glass chandeliers. Follow the custom footprint carpeting to extraordinary treatments and a cascading outdoor whirlpool.

All balcony furniture was replaced with plush neutral pieces. Internal and external corridors received new paint, wall covering, custom artwork and upgraded lighting. The Atrium building's front lobby has new decor and furnishings, as well as improved guest check-in, concierge and business center services. A new elevator was added to this building. The resort upgraded security for guestroom key access and hard-wired fire safety systems.

In the late Spring, the resort added six new stylishly appointed, waterfront 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. Sunsets take on new meaning while sipping champagne and relaxing on the seemingly invisible balcony above the sparkling waters of the Gulf.

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 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 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. *Still as original as Key West...*

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