

THE TIDES

SOUTH BEACH

Fact Sheet

Location:	A classic example of the Art Deco design movement of the 1930s, The Tides South Beach is an elegant hotel tastefully updated with 21-century amenities. Located just steps from the beach at 1220 Ocean Drive, the hotel resides in the heart of South Beach's most famous street for fashion, entertainment and people-watching. Popular boutiques, nightclubs and restaurants lie within easy walking distance, as do the Miami Beach Convention Center, museums and theaters.
Address:	The Tides South Beach 1220 Ocean Drive Miami Beach, FL 33139 T (305) 604-5070 F (305) 503-3275
Reservations:	(866) 891-0950
Website:	www.tidessouthbeach.com
Hotel Manager:	Shan Kanagasingham
Hotel Affiliation:	Viceroy Hotel Group Brad Korzen, Founder www.viceroyhotelgroup.com
Architecture:	Lawrence Murray Dixon/ 1930s Art Deco period
Interior Design:	Kelly Wearstler
Opening Date:	1936
Re-launch Date:	The Tides reopened for guests in mid-November 2007. Final completion for all renovations was on May 2008.
Background:	A streamlined mix of sophisticated glamour, classic Miami history and modern amenities and services. A destination of choice for titans of industry and champions of leisure alike, The Tides South Beach captures the quintessential style, high wattage glamour and relaxed attitude that epitomize the South Beach lifestyle.

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Built in the Art Deco style by master architect Lawrence Murray Dixon, The Tides' striking façade debuted in 1936 along South Beach's hippest strip known as Ocean Drive. In its original incarnation the hotel offered 115 spectacular rooms and boasted a devoted clientele of celebrities and international travelers. The Tides' ten-story façade is finished with oolitic limestone and white chunks of coral excavated from the ocean floor when Miami Beach was created in 1915 by Carl Fisher and John Collins.

In 1997, The Tides was purchased by Chris Blackwell as part of the Island Outpost family of hotels. Blackwell remodeled the property, converting the 115 rooms into 45 spacious rooms and suites – the smallest, an impressive 550 square feet – all with grand ocean views.

Viceroy Hotel Group began managing the property in 2004, acquiring it in 2006 shortly before commencing its dramatic re-design by tastemaker Kelly Wearstler. Building on The Tides' Art Deco bone structure, Wearstler re-dressed its interiors in a rich strata of museum-quality artifacts. Her vision introduced an updated contemporary energy to the property, carefully respecting the edifice's historicity and the easy nonchalance of its beachfront spirit. Organic textures and sunset colors bring a sensuality to her erudite design and accentuate the ocean visible from every room.

As the flagship property for Viceroy's newly launched, coastal collection of Tides resorts, The Tides South Beach represents the essence of the emerging brand and the finest rendition of its elite features.

Hotel Re-Launch:

In celebration of the Tides' 70th anniversary in fall 2006, this legendary landmark designed by esteemed Art Deco architect L. Murray Dixon, has undergone a multi-million dollar renovation. Kelly Wearstler, one of Hollywood's most talked about interior designers, was selected to build on the hotel's original art deco aesthetics to create, what Kelly herself refers to as "a jewel box with a fresh new lining and an array of treasures that epitomize Twentieth Century chic". The new mood of the hotel features sandy beiges, dusty peaches, deep rusts and mink browns and organic accents, like parchment-swathed surfaces, textural rope, shell, and stone. The renovation was completed in May 2008.

**Guestrooms
And Suites:**

The chic re-design of Tides' 45 meticulously appointed suites, includes 20 Oceanfront Studios, 15 Signature Oceanfront Studios, 7 Premier Oceanfront Suites and 3 Penthouse Suites. Each room offers expansive ocean views and at least 550 square feet of space to comfort business nomads and leisure seekers alike.

Oceanfront Studios and Signature Oceanfront Studios

The Tides' oceanfront studios and signature oceanfront studios offer 550 square feet of luxury overlooking Ocean Drive and the beach, oversized bathrooms and vanity areas.

Premier Oceanfront Suites

The Tides 7 luxurious premier oceanfront suites offer 580 square feet of space with stunning ocean views, separate living areas with an open floor plan, oversized bathrooms and vanity areas.

Penthouse Suites (Amber, Coral and Tides)

On the ninth floor, the Amber Suite and Coral Suite offer spacious one-bedroom accommodations with private terraces, luminous sunrooms overlooking the waterfront and huge spa-like bathrooms. The Coral Suite features two separate bathrooms. By connecting the 900-square-foot Amber Suite (1,400 with balcony) with the 1,200-square-foot Coral Suite (1,700 with balcony), a lavish two-bedroom suite can be created that transforms the entire ninth floor of The Tides into a personal hotel.

The top floor of the tallest building on Ocean Drive is home to the 2,000-square-foot signature Tides Suite (2,600 with balcony), with 360° vistas of South Beach and downtown Miami. This chicly furnished two-bedroom suite features a private 600-square-foot terrace and vast double-paned windows on the east and west walls for maximum views and ensured serenity.

In addition, signature suites offer a wireless controller to provide zone-specific musical choices through the suite, employing state-of-the-art Sonos™ digital music technology, and sumptuous pillow-top king beds with 300-count Mascioni linens. All of the suites in the hotel have personal assistant service, as well.

Amenities and Services:

The Tides delivers style that spans eras with service that transcends time zones and where arrival to departure, Personal Assistant service is the standard. All guestrooms include:

- Butler services offered by Personal Assistants
- 42" plasma-screen cable TV
- DVD/CD player and a selection of CDs
- High-speed wireless internet service throughout the hotel, including guest rooms, lobby, terrace and poolside (\$10 per day)
- Fully-stocked honor bar
- Nespresso coffee machine
- iPod™ docking stations
- In-room safe

- Hair dryer
- Sumptuous beds, plush towels, bathrobes and slippers and nightly turndown service
- Hair and body care products
- Twenty-four hour room service
- Valet parking
- Complimentary local newspaper
- Laundry and dry cleaning services
- Limousine and taxi service arranged through concierge

Personal Assistant Services:

Upon arrival all guests are welcomed by a Personal Assistant delivering advanced and intuitive service, creating an experience to last. Round-the-clock services include personal shopping to packing and unpacking to in-suite dining to pressing and shoe shine service. Assistants can be reached at any time via touch phone and are a free service of the hotel. The Tides' Owner/ Guest Recognition Policy ensures that Personal Assistants will understand the guests' preferences in order to anticipate their needs. The club-like atmosphere provides a sense of being home while away where all the staff knows you.

**Dining:
*La Marea***

La Marea restaurant brings Coastal Comfort cuisine to the forefront with South Beach style. The menu choices and preparation methods are reminiscent of a journey in the Mediterranean, where each ingredient's distinct flavor and nutritional value is preserved and the combination of these ingredients culminates in the perfect dish. Breakfast, Lunch and Dinner will be served with impeccable, friendly and attentive service.

The new, lushly landscaped entry terrace with intimate al-fresco lounging and dining spaces is the Ocean-Drive hot spot to enjoy Breakfast, Lunch and Dinner selections from La Marea restaurant.

Private Dining:

Guests can enjoy Breakfast, Lunch and Dinner in the privacy of their residential hotel suite, 24 hours per day. At a whims notice the chef will prepare food to your liking, served by a Personal Assistant who knows and understands your preferences.

In-Room Dining:

Breakfast: 7:00 AM to 12:00 PM

Lunch: 12:00 PM to 5:00 PM

Dinner: 5:00 PM to 11:00 PM

Late Night Dining: 11:00 PM to 7:00 AM

Poolside Dining:

10:00 AM – 6:00 PM

Bars:

The Living Room:

The detail-laden lobby features original terrazzo marble decorated with vintage and custom furnishings and is the perfect place to socialize and enjoy a cappuccino in the late morning or a cocktail with friends at the end of the day.

Coral Bar:

This hidden lobby bar will provide a distinctive, cozy environment in which to enjoy twilight cocktails and fresh, seasonal culinary appetizers.

Meetings

and Private Events:

Ideally situated close to Miami's major business centers, The Tides offers both sanctuary from the city pace and total access to its energy and industry. The Tides' stylish, intimate venues for private parties and special events include both indoor and outdoor venues with flexible space: **La Marea Restaurant**, the **Rooftop Patio** and the **Pool Terrace**.

Paired with The Tides' comprehensive catering services, the hotel's restaurant and uncommon outdoor spaces are ideal settings for intimate receptions, parties or business gatherings. The Tides can also host photo shoots, sales presentations, wardrobe fittings and castings.

Business services and features include:

- Three discrete event spaces, combined offering 5,000 square feet of total event space
- Experienced event planners on site
- Banqueting services and comprehensive catering services through La Marea restaurant
- Business Services including PC, printer and fax, secretarial and translation services, photocopying and post/parcel
- High-speed wireless internet access in public spaces and guest rooms
- Wireless laptop computers for mobility throughout the hotel
- Tenting options

All event spaces additionally feature:

- Telephones
- Wireless high-speed Internet access and wiring for computer and audio-visual presentations
- Optional computer and audio-visual equipment - to be reserved in advance

La Marea Restaurant

The restaurant makes possible unique indoor/outdoor receptions and events. La Marea restaurant provides 1,100 square feet of indoor function space that can seat 60 inside for dining. The, 600-square-foot terrace provides outdoor function space that can serve up to 60 for dining.

Rooftop Patio

The 500-square-foot Rooftop Patio is the ideal outdoor space for a variety of events, ranging from a 50-person reception to an intimate dinner for two. 360-degree ocean and city views make it an uncommon and elegant choice.

Pool Terrace

This sleekly redesigned 2,440-square-foot space can host up to 70 guests for a standing reception, or up to 40 for dining, screenings and banquet-style seated events.

Recreation:

The newly redesigned Pool Terrace features a heated pool, Wearstler's signature hall porter chairs and golden "drum" tables amid tropical landscaping, and poolside cabanas for dining or spa treatments. Tropical Drinks and enticing light, healthy fare are served by a Pool Concierge.

Beach services offers loungers, umbrellas and towels, daily from 10am to 5pm. Beach picnic baskets filled with selections of food may be requested to your Personal Assistant.

The hotel offers a complimentary service gym on the Mezzanine level.

Visit the front desk for recommendations and scheduling of recreational activities offered at the hotel and located nearby:

- The South Beach waterfront is just steps away and ideal for volleyball, jogging, scuba diving, water skiing, yacht charters for sailing, deep sea fishing, gambling and casino boats, and of course simple sunbathing and swimming. Hotel chairs and umbrellas are available.
- Non-water sporting activities nearby include tennis, golf, yoga, sky diving, track running, hot air ballooning, basketball, and tracks for horse and auto racing.
- Nearby sightseeing options include Everglades National Park, the Miami Children's Museum, the Museum of Science and Planetarium, the Miami Seaquarium, Key Biscayne Park, the Wolfsonian Museum, the Holocaust Memorial, the Miami Art Museum, the Jackie Gleason Theater and the Lincoln Theater, among others.

Wellness Services:

A full selection of spa services is available in the privacy of the ocean-view residential hotel suites or in a poolside cabana.

Awards and Recognitions:

Condé Nast Traveler's Hot List 2008
Condé Nast Traveler's Gold List 2008
Travel + Leisure, "World's Best 500 Hotels for 2008"
AAA Four-Diamond rating

2010 Starting Rates:

\$495 weekday and \$695 weekend from Jan. – April 2010
\$395 weekday and \$495 weekend from May – Sept. 2010
\$495 weekday and \$695 weekend from Oct. – Dec. 2010

For Further Information

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