

{{underconstruction}}

==The Betsy Hotel South Beach==

The Betsy, formerly known as The Betsy Ross Hotel, is a fully renovated and renewed property located in South Beach, Miami. With an opening date set for late spring 2008, The Betsy, already a standout as the lone surviving example of “Florida Georgian” architecture on Ocean Drive, in a Deco-dominated neighborhood, will be a new kind of hotel for the city known as the Riviera of the Americas. Brimming with refinement and style, The Betsy will be a sophisticated enclave reflecting impeccable service and understated luxury.

The bones of this architectural gem remain to complement the exquisite interiors. From the expansive lobby to the intimate outdoor swimming pool, the design will create a welcoming, soothing wonder of understated elegance and sophistication. Working with a refined palette of whites, the 62rooms and suites will be accented by rich dark-wood elements and touches of grass green, coral red, lilac and ochre. The interior design will infuse an easy modern formality to complement the historical façade and the result will be a hotel that is at once stunning, inviting, welcoming and warm.

The hotel will offer a level of sophistication, pampering and comfort unequalled in South Beach. At poolside, occasional chilled face towels and frozen fruit will be provided to help beat the heat and, light food and beverage service will keep thirst and hunger at bay. For guests who prefer to dip into the Atlantic, beach butlers are at the ready to provide lounge chairs, towels and umbrellas to make the sun and surf experience carefree.

With sweeping views of the Atlantic, the roof deck will provide a light snack and cold refreshments or serve as the ideal location to watch the sunset. Spa clients will receive private personalized treatments at the lavish solarium where therapists will provide an array of services for skincare and relaxation.

Come evening, the B-4 Lounge, with its hidden and private entrance, will come to life as the ultra-VIP spot for upscale revelers to start the evening. Yet, even as night owls launch their pre-party in the lounge, guests who prefer a quieter evening will feel perfectly at their ease lounging over dinner, sharing a quiet drink, or enjoying the expansive new lobby, with its ideal vantage point from which to take in the energy and allure of world-famous Ocean Drive. Offering the best of both worlds, the Betsy serves as both gateway to, and refuge, from the thump and flash of South Beach’s world-famous attractions.

Visit [www.thebetsyhotel.com] for more information

==Location==

The Betsy is located on the Northern tip of Ocean Drive between 14th and 15th Streets. In the heart of this Art Deco neighborhood you are surrounded by a variety of entertainment venues, a wide range of boutiques and just a short drive to the Bal Harbor Shops.

==History==

The Betsy Ross Hotel was erected in 1942 by prominent architect L. Murray Dixon in celebration of the 150th Anniversary or the Declaration of Independence and John D. Rockefeller's restoration of Colonial Williamsburgh, Virginia in the early 1930's. The Betsy Ross, as it was originally named not only reflected the era's popularity of Early Americana, but also stood as a kind of restrained counterpoint to the hip-thrusting curves of its deco neighbors. Dixon, known as the father of the South Beach's dominant Tropical Art Deco style, also designed the Hotel Victor and The Tides. The hotel is listed on the National Register of Historic Places.

1. KVD Communications