

Every room at the W South Beach has at least one ocean-view terrace. While the uninitiated might be tempted to upgrade to the poolside bungalows, the suites are a better deal, with bigger bedrooms at half the cost. Daytime pool cabanas are good for a splurge, although they miss a lot of the afternoon sun (considering the local nightlife, it's most likely the only daylight you'll see). Being a W outpost, hotel staff remain supremely dedicated to above-and-beyond service.

120 -foot marble wall in the Living Room bar
312 rooms and bungalows
2,965 -square-foot penthouse extreme
4 DAMIEN HIRSTS, 2 WARHOLS,
1 RICHARD PRINCE
126 -square-foot crystal chandelier in Mr. Chow
300 feet of beach
LAST YEAR, MIAMI'S WINTER MUSIC CONFERENCE ATTRACTED
1,910 artists and DJs,
3,228 industry delegates from 62 countries
and over **70,000 attendees**

NEAR THE W SOUTH BEACH

Wall Lounge

2201 Collins Avenue (inside the W South Beach)

305-938-3000

Run by veterans Linley Edwards and Nicola Siervo, this spot is best on Friday. Look for the likes of Jamie Foxx to grab the mic. It's far more intimate and not as umf-umf as LIV, the mega-club over at Fontainebleau. Your W room card should help you get in.

Vita Restaurant & Lounge

1906 Collins Avenue

305-674-8822

Come here for solid Italian food across the street from the W. They have a nice outdoor area and bar in back. Friday dinner turns into Euro-style dance party. Promoters from Wall Lounge import gaggles of models to pre-game here.

STK

2377 Collins Avenue

305-604-6988

Great vibe + great steak = really the only good thing going at the Gansevoort, just a block north of the W. Also worth checking out for a pre-dinner cocktail. No reservations? No problem. Front room bar is first-come-first-serve.

Casa Tua

1700 James Avenue

305-673-0973

This haughty hotspot has major attitude and an endless parade of good-looking people. There's a high-end private club upstairs and a great lounge, if you can hook it up and get in. Maybe a W concierge can assist?

Mr. Chow

2201 Collins Avenue

305-695-1695

Another outpost of the venerable Chow empire (see also NYC, L.A., London, Vegas), this is a tough reservation to get, but a room at the W may help your case.

Free Spirits Sports Café

100 21st Street

305-532-5399

Take it down a notch with this British pub located under the Day's Inn, perfect for a break from the relentless South Beach club scene. It's not unusual to encounter wandering models stopping by on their walk home from The Wall to kick off their Louboutins and kick back with a cold one.

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