



Checking in at ...

Checking out South Florida's hot hotels

# W SOUTH BEACH

2201 Collins Ave., Miami Beach;  
whotels.com/southbeach;  
305-938-3000



W South Beach, courtesy

**Back story:** Open since July 2, this condo-hotel is the chain's 31st location, and is now considered the global flagship. While many W locations are remodels of existing hotels, this one is ground-up new construction. Every room in the 20-story building has a balcony set at a 25-degree angle with an ocean view. W invented its own hospitality language. So the rooftop basketball court is known as Swoosh and the mini bar is a Munchie Box. In the Living Room (aka the lobby), you'll find several pieces of art from the owner's personal collection. Yes, that's a Damien Hirst.

**Just for fun:** The W is an adult destination where you might indulge in a hot salt scrub for two at Bliss Spa, hire a personal trainer for a beach workout or pay a personal chef to prepare dinner in your suite. "There are no noodles in the pool," was the answer to a question about kids. Call the front desk and the person on the other will say: "What is your wish?"

**Sleep well:** There are 408 hotel residences, with 15 different layouts starting at 574-square-feet. Each suite has nine-foot ceilings, plasma TVs, CD and DVD players, and docking stations for MP3 players. Even the smallest rooms have a fridge and microwave. Along with goose down duvets and 350 thread-count sheets, rooms are decorated with photographs of a popular musician — Elvis Costello and Missy Elliott among them — taken by Grammy-nominated Danny Clinch.

**In your dreams:** The Wow Suite has three bedrooms, three bathrooms and a full kitchen. The 6,200-square-foot room — includes a rooftop terrace — goes for \$8,000 to \$10,000 per night.

**Eat, drink and be merry:** The hotel is home to Mr. Chow, the first Florida outpost for Michael Chow, who has locations in New York, Beverly Hills and London. Be sure to sample the signature house-made Beijing noodles. The W also has its own nightclub. Called Wall, its owners are behind some of Miami's hottest nightspots, including Mokai and Mansion.

**Celeb cache:** While the W won't say who's slept at the hotel, loads of famous folks have been seen in the common areas. Among them: Akon, Josh Groban, Michael Jordan, Ryan Seacrest and Adrian Grenier.



— John Tanasychuk

**Attractions:** At W The Store in the lobby, you can buy anything from a Jonathan Adler vase to a pair of Hudson jeans. Just down the street, there's shopping on Lincoln Road. The New World Symphony plays nearby, and you can always catch an act at the Miami Beach Fillmore Theater at The Jackie Gleason.

**Prices:** Rooms start at \$399 per night during high season. Through Dec. 31, the Heat of Haute package starts at \$382 per night. It includes a DJ lesson for two, 30-minute Jet Ski ride and a cocktail tour where two guests receive mini cocktails at the Living Room Bar, Soleà restaurant, Wetbar poolside lounge and Wall nightclub.

## FLORIDA DEALS

### Doral slime time

**The hotel:** The Doral Golf Resort & Spa, a Marriott Resort in Miami

**What's special:** Meet-and-greets with SpongeBob SquarePants and Dora the Explorer, games, crafts, movies, and "slimings" during the Nickelodeon Getaway Family Program. Many of the events are free to guests. Rates for the weekend package (Friday through Sunday) start at \$159 and may vary by date.

**Info:** nickelodeon getaway.com. For reservations, go to www.marriott.com/miadd and use promotional code ZNL. For resort information, go to www.doralresort.com.

### Clearwater

**The hotel:** Hyatt Regency Clearwater Beach Resort & Spa

**What's special:** The new hotel has opened its reservation lines for stays beginning Feb. 1. Get 15 percent off the best available rate, along with a \$50 daily resort credit. Refer to booking code CBINTR. Offer is subject to availability.

**Info:** www.clearwaterbeach-hyatt.com

### It's showtime!

**The hotel:** The Colony Hotel, 155 Hammon Ave., Palm Beach

**What's special:** Dinner and a show for \$95 at the Royal Room. Headliners are Anna Bergman (Nov. 13-14), Patti Wicks (Nov. 20-21) and Jeff Harnar (Dec. 3-5 and Dec. 10-12).

**Info:** 561-659-8100, www.thecolonypalmbeach.com  
— Georgina Cruz