

# THE SETAI

MIAMI BEACH

## THE NEWLY REVITALIZED SETAI, MIAMI BEACH EMERGES FROM A MULTI-MILLION DOLLAR PROPERTY-WIDE RENOVATION

*The Leading Hotels of the World Property Reopens its Iconic, Lustrous  
Swimming Pools, Pool Deck and Pool & Beach Bar*



**MIAMI BEACH, Fla. (November 19, 2013)** – On the heels of its recent recognition as the “Best Hotel in Miami” by readers of *Condé Nast Traveler* magazine, [The Setai, Miami Beach](#) proudly unveils on Monday, November 25, a series of property-wide beautification projects that included the closure and full reconstruction of the luxury hotel’s iconic trio of temperature-controlled infinity pools. The four-month long multi-million dollar revitalization, which commenced in August 2013, was executed in an effort to elevate the guest experience through the following functional updates:

- Full reconstruction and resurfacing of the three swimming pools and pool decks with recycled Spanish glass mosaic tiles and imported Italian travertine, respectively; the hotel’s lap pool will also feature USB connection capabilities for swimmers to plug in their smart phones or music players and listen to their own playlists, through underwater speakers;
- Rebuilding of the Pool & Beach Bar restaurant to enhance the venue’s kitchen equipment and culinary workspace;
- Enhanced Art Deco building porte-cochère with column casing out of Dominican coral stone and Spanish cedar wood and a coffer ceiling out of Spanish cedar wood and LED lighting to brighten light to area;
- Beautification, repainting and waterproofing of The Courtyard’s serenity pond and walk-ways;
- Refurbishment of the teak hard-wood flooring, restoration of soft goods in all guest suites, as well as the installation of automated black-out shades in the Art Deco suites and revolutionary Nest thermostats and sleek Samsung sound bars in The Tower suites;
- Façade refresh of the entire Setai complex, including repainting and stucco repair to the historic Art Deco building, The Tower and The Spa.

"After an intensive property-wide revitalization project, we are thrilled to usher in our busy season with sparkling new pools and like-new grounds," said Guenter H. Richter, C.H.A., Vice President and Managing Director of The Setai, Miami Beach. "The conclusion of our revitalization projects could not have come at a better time, with The Setai just announced as the Best Hotel in Miami. The multi-level renovations represent our dedication to delivering a world-class luxury hotel product, while maintaining the highest level of customer service for our global clientele."

In honor of its unveiling, and in the spirit of the hotel's Asian culture, The Setai will host a "blessing" ceremony on Sunday, December 1 at 9:30am, led by Buddhist monks. The monks will bless all areas of the hotel, sharing prayers not only of prosperity for the hotel's high season, but also for the wellness and enjoyment for all guests, residents, and Setai staff who pass through its doorways.

To celebrate its newly revitalized property and kick off the season, The Setai invites travelers to dive into its new pools this winter with [The Setai Splash package](#), inclusive of one poolside spa service, one poolside lunch for two (*up to a \$100 value*), daily breakfast for two, and a welcome bottle of chilled Champagne. The Splash package is valid for stays starting December 9, 2013, and adds a value of nearly 40 percent on the inclusions *a la carte*.

Another exclusive offer from The Setai this season is the limited-time [December Suite Escape](#) starting rate of \$495 per night in the Art Deco building and \$1,200 per night in The Tower; valid for stays between December 9 – 25, 2013. This represents nearly a 15 percent savings on the Art Deco building's \$575 standard starting rate—and nearly a 35 percent savings on The Tower's \$1,800 standard starting rate.

To start planning a Setai getaway, and learn more about renovation initiatives, visit [thesetaihotel.com](http://thesetaihotel.com) or call 305-520-6000 (toll-free: 888-625-7500).

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**About The Setai, Miami Beach:** Ranked as "The Best Hotel in Miami" by *Condé Nast Traveler* magazine's 2013 "Readers' Choice Awards," The Setai, Miami Beach is an integral part of Miami's social, cultural and architectural Art Deco heritage. The 120-room Asian-inspired hotel will emerge in late-November 2013 from a multi-million dollar revitalization to its iconic pools and pool deck. Embracing the serene Far East cultural style, The Setai features a refreshing balance between the sizzling South Beach scene and a tranquil tropical hideout. Offering the finest personal service for its discerning guests, three newly renovated sparkling pools, new dining experiences, and a dedicated concierge team, The Setai leaves no request unfulfilled, hence its popularity among the international jet-setting and A-lister crowds. For more information, visit [www.thesetaihotel.com](http://www.thesetaihotel.com). FB: /thesetai. Twitter: @TheSetai.

**About Trevi Luxury Hospitality Group:** Headquartered in Dallas, Texas, Trevi Luxury Hospitality Group is an organization dedicated to creating world-renowned hotels and resorts. Having assembled a team of the industry's most noted and experienced luxury hotel executives; Trevi offers an unparalleled capacity for developing, planning, operating, managing and marketing the finest independent hotels and resorts worldwide. Trevi is the vision of respected international hotelier Atef Mankarios who serves as CEO. Trevi provides comprehensive services to select independent luxury hotels and resorts around the world. Visit Trevi at [www.trevilhg.com](http://www.trevilhg.com).

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