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### **MIAMI BOUTIQUE HOTELS OFFER NEW 'PREFERRED CARD' WITH DEALS AND DISCOUNTS FOR MEMBERS ONLY**

MIAMI (June 29, 2009) – With the highest concentration of boutique hotels in the world, Miami is launching a new Miami Boutique Hotels (MBH) Preferred Card to offer discerning travelers and business clientele special deals and discounts at dozens of these smaller scaled, one-of-a-kind properties.

More than 50 values are now available at [www.MiamiBoutiqueHotels.com](http://www.MiamiBoutiqueHotels.com) for visitors who register for the free MBH Preferred Card. Offers include 10% to 25% off room rates, spa credits, complimentary upgrades and amenities, and more unique perks like The Raleigh hotel's promise of one of its coveted cabanas reserved for free for a day at its beach oasis or two-day access to a Porsche 911 during a stay at the Grove Isle Hotel & Spa.

Favorites of the film, fashion, music, design and art worlds, Miami's boutique hotels radiate personality with distinctive architecture/design, luxurious amenities, personalized services and imaginative public spaces and meeting rooms that make them an attractive alternative for everything from quick getaways or week-long vacations to photo shoots and small business meetings.

"Boutique hotels are one of the great gems of Greater Miami and the Beaches" said William Talbert III, CDME, President and CEO of the Greater Miami Convention & Visitors Bureau. "Although many people already know about the charms of these chic hotels, we are launching the MBH Preferred Card as further enticement for visitors to enjoy a stay at one of these properties with significant added value."

Miami's boutique hotels are located throughout Greater Miami and the Beaches, but South Beach has become an epicenter for these hip hotels. Many

like the Clinton Hotel and Victor Hotel are located in Art Deco buildings, which blend historic restorations with eye-popping contemporary design. The Sagamore Hotel, Shore Club, Delano, National and The Raleigh are among other high-profile neighbors that are internationally renowned for their cutting-edge design and celebrity scene.

A sampling of offers now available to MBH Preferred Card holders includes:

- **Anglers Boutique Resort** – Stay three nights, get the fourth night for free.
- **Setai, South Beach** – Enjoy a \$75 credit at the spa.
- **Grove Isle & Spa** – The “Porsche Fantasies Package” includes two-day access to a Porsche 911, a 50-minute Massage Medley for two at the spa, priority seating for two for a meal on the rocks at Baleen Miami and an upgrade to a luxury bayfront suite, with champagne and chocolate-covered strawberries. June 1 - October 15 \$799 per night; October 16 - May 31 \$999 per night.
- **The Shore Club** – Take 20% off any spa treatment, upgrade one category at time of check-in (based on availability) and enjoy a make-your-own mojito in-room amenity.

The MBH Preferred Card must be presented at the time of check-in. To register for a free card, simply go to [www.MiamiBoutiqueHotels.com](http://www.MiamiBoutiqueHotels.com) and click on the MBH Preferred Card icon on the home page.

The Greater Miami Convention & Visitors Bureau (GMCVB) is a non-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide visit our website at [www.MiamiAndBeaches.com](http://www.MiamiAndBeaches.com) or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit [www.MiamiMeetings.com](http://www.MiamiMeetings.com).

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