



ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU

701 Brickell Avenue, Suite 2700
Miami, Florida 33131 USA
305/539-3084, Fax 305/539-2911
<http://www.MiamiAndBeaches.com>
E-mail: Media@MiamiAndBeaches.com

Contact: Media Relations, 305-539-3084, 800-955-3646 (U.S./Canada)

MIAMI SPA MONTH RETURNS IN JULY 2009

Greater Miami and the Beaches' Top Spas Offer Half-Priced \$99 Treatments

(MIAMI) June 30, 2009 – Thirty of Miami's premier spas will offer \$99 treatments – normally valued at \$199 or above – during Miami Spa Month from July 1-31, 2009.

Building on the resounding success of its inaugural Miami Spa Month last summer, the Greater Miami Convention & Visitors Bureau (GMCVB) has signed up eleven new spas to participate in the promotion this year, including:

- Agua – The Mondrian Hotel
- Biltmore Spa – The Biltmore Hotel
- Emena Spa
- Lapis Spa – The Fontainebleau Miami Beach
- Spa at Casa Grande – Casa Grande Suite Hotel
- Spa at ICON Brickell - Viceroy Hotel
- Spa Suites at Eden Roc – Eden Roc Beach Resort and Spa
- Canyon Ranch Miami Beach Wellness Spa – Canyon Ranch Miami Beach
- Spa 101 – Hilton Bentley Miami Beach
- The Standard Spa – The Standard Hotel
- The Spa at David Barton Gym – Gansevoort South Hotel

"Miami Spa Month is another reason to visit Greater Miami and its top-notch spas this summer," said GMCVB President and CEO William D. Talbert, III, CDME. "We thank our spa partners for their support in developing a Miami spa experience where visitors and locals can enjoy spa services at half the regular cost. Along with Miami Spice Restaurant Month and Miami 4-4-3, Miami Spa Month is part of the 'smart luxury' roster for summer deals in the destination."

Miami spas have earned a reputation in recent years as oases of relaxation that offer world-class treatments in stunning settings. Many overlook the Atlantic Ocean or

Biscayne Bay and are tranquil sanctuaries located in the most luxurious hotels and resorts in Greater Miami and the Beaches.

Treatments offered by the spas during Miami Spa Month include aromatherapy facials, Oriental foot therapy, a 30-minute body polish followed by a 30-minute back massage, a 90-minute "ocean wrap" and a milk and honey massage with organic scalp treatment.

The current list of 30 participating spas and the special \$99 treatments being offered from July 1-31, 2009 are detailed on a special website:

www.MiamiSpaMonth.com. The \$99 cost does not include tax and gratuity.

Reservations are required. Consumers are encouraged to visit

www.MiamiSpaMonth.com on a regular basis for updates on participating spas and special offers.

Miami Spa Month also coincides with a special Miami 4-4-3 summer promotion (www.Miami443.com), which offers a wide range of deals at dozens of hotels, restaurants and other area attractions that allow visitors to buy four for the price of three through Labor Day.

The Greater Miami Convention & Visitors Bureau (GMCVB) is an independent not-for-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 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.

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