

# THE QUINTESSENTIAL GENTLEMAN

Travel

## The Ben Hotel Is Bringing A Unique Hotel Experience To West Palm Beach



Posted on July 29, 2019 by Eric K. Thomas



West Palm Beach may not be one of the most desirable cities of South Florida, but it should be. While you're heading to West Palm Beach to either go to a museum, water park or zoo the place you should be laying your head is the new luxury hotel The Ben. Set to open in January 2020, The Ben will bring a unique hotel experience to Florida. We spoke to **Bernardo Neto**, the general manager at The Ben, about what we can expect from the new hotel.

## **What do you want your hotel guests to feel after they have stayed at The Ben West Palm?**

Guests visiting The Ben West Palm will enjoy fresh flavors and dishes made with some of the best ingredients Florida has to offer. They will be transported through the rich story the hotel will bring to life, inspired by the story of Byrd Dewey- from the southern hospitality to the best amenities that South Florida has to offer. From spectacular water views unique to our rooftop lounge, *Spruzzo*, to riding bicycles to the beach, our guests will be in the center of all the action while staying at The Ben.

## **Why is West Palm Beach an interesting place to vacation?**

West Palm Beach is a true paradise! From crystal-clear warm ocean waters to beautiful beaches combined with world-class shopping and restaurants, West Palm Beach offers something for everyone- from beach and water activities to golf and shopping and everything in between! Plus, the perfect weather to do it all.



**What is your favorite amenity that The Ben West Palm will offer, and why?**

There's a lot of amenities coming with The Ben that, no doubt, will become crowd favorites. But my favorite is the traditional High Tea (or afternoon tea) that will be served between lunch and dinner. There's something special about slowing down and enjoying a good cup of tea paired with flavorful bites and desserts while catching up with friends or loved ones.

**You come from the "Vegas experience". Will you be bringing that type of feel to West Palm Beach?**

What they say is true- most of "what happens in Vegas, stays in Vegas!" West Palm and Vegas are two different markets. So, along with my team, we will focus on recognizing our loyal guests, both those spending a few days with us and also the local patrons visiting our restaurant, *Proper Grit* and our rooftop lounge, *Spruzzo*. The Ben West Palm is inspired in the Ben Trovato estate and we will work hard to channel those hospitality roots to anticipate our guest needs and also learn about their preferences.



### **Tell us about the Rooftop experience.**

I'm very excited to be able to present this unique amenity to our community. Our rooftop will be the only water-facing rooftop in downtown West Palm Beach, so the view will be unlike any other! More than a location, it will be an experience. The rooftop will also have an infinity pool with 8 individual cabanas, where guests will be able to sunbathe and admire the view, with a drink in hand. *Spruzzo* lounge will also have an express elevator that will transport patrons from street level directly to the rooftop. And for the crisp, breezy nights, our fire pit will offer a nice, relaxing area, great for a late night drink. The centerpiece of our rooftop will be the 4,000 square foot ballroom, complete with a balcony and glass walls featuring 180-degree panoramic views from Singer Island to Palm Beach Island overlooking the Intracoastal Waterway and Palm Harbor Marina.

Learn more about [The Ben West Palm Beach](#).