



The Reinvention of an Icon: West Palm Beach Hotel Nears Completion

Design-forward property is now accepting reservations & wedding and group bookings for 2020

WEST PALM BEACH, AUGUST 2019 – West Palm Beach’s highly anticipated hotel, The Ben West Palm, is slated for a Winter opening and is now accepting wedding and group business for 2020. Part of Autograph Collection, Marriott International’s newest collection of independent, characterful hotels, The Ben is the focal point of Flagler Banyan Square, a 3.5-acre mixed-use waterfront development in downtown West Palm Beach. Owned and operated by Concord Hospitality, The Ben is located at 251 Narcissus Avenue, only steps away from buzzing Clematis Street in downtown West Palm Beach, and a short drive from PBI airport. The Ben West Palm will be the only hotel in downtown with water facing views, providing the perfect backdrop for its rooftop lounge and bar.

The upcoming hotspot for visitors and locals will stand true to Autograph Collection standards, reflecting a thoughtful sense of place and an inherent connection to its locale, tying together its iconic South Florida roots, heartfelt design, vision and soul for an unparalleled hospitality experience. The 208-room hotel will feature modern design reimaged to reflect the spirit of the Ben Trovato estate, one of West Palm Beach’s great homes owned by Byrd and Fred Dewey, city pioneers and socialites recognized for hosting gatherings that brought some of the most creative personalities together. Byrd Dewey’s love for West Palm Beach is well documented in her writing, in particular her best-selling book, *Bruno*, which showcases tales of her time spent living in South Florida in the late 1800s and provides a vivid account of an iconic time that helped shape the city. The Ben West Palm will channel its roots in this period of hospitality and bring them back to life, and Dewey’s passion for entertaining, good food and the timeless, classic South Florida lifestyle will be evident throughout the hotel, restaurants and common areas.

“In a city that has hospitality deeply rooted in its origins, The Ben West Palm will be the first of its kind,” said Bernardo Neto, General Manager at the hotel. “Keeping our local guests, visitors, the business traveler as well as groups and events in mind, The Ben is designed to stand out with a creative and inspired approach to hospitality. Our hotel will cater to the modern, the classic and every guest in between.”

The hotel will feature a stunning rooftop lounge and bar, dubbed Spruzzo, that will also be open to locals and is intended to become the area’s new must-visit destination for cocktails, socializing, light bites and good times. Access to Spruzzo will be available via an express elevator that will give guests a direct entrance to the rooftop. An expansive swimming pool with bird’s eye views of Palm Harbor Marina, the Intracoastal Waterway and Palm Beach Island will also be a mainstay on the rooftop. Additionally, on the ground level with indoor and outdoor seating, visitors to The Ben West Palm will be able to enjoy fresh fare with a twist of modern flavors at Proper Grit, the hotel’s restaurant concept, open to guests and the public alike for breakfast/brunch, lunch and dinner.

The property will be outfitted by South Florida design and architecture firm EoA and

feature thoughtful design that steps outside the predictable hotel template styles to bring life and inject new energy into downtown West Palm Beach. Eclectic elements, edgy fixtures, classic pieces and an innovative vision will be evident throughout the lobby, common areas and guest rooms. Additionally, and living up to its roots and identity as downtown West Palm's social hub, The Ben West Palm will feature more than 8,000 square feet of meeting and event spaces- from traditional boardrooms to a unique gallery that will serve as a blank canvas for event planners and corporate leaders to bring their events to the next level. The Studio will provide a supplementary space, with flexible design to allow for multiple room configurations. And for elegant affairs, The Ben's rooftop Blue Heron Ballroom will up the ante: the space will host up to 500 guests and will be the only rooftop ballroom in all of West Palm Beach with jaw-dropping panoramic ocean views from Singer Island to Palm Beach Island and Palm Harbor Marina.

The Ben West Palm will combine elements of a boutique experience, shaped by strong ties to its roots, to bring together West Palm Beach's newest destination for an unmatched hospitality experience. The new Flagler Banyan Square development also includes the 251-unit luxury apartments known as Oversea, a public park known as "The Square", public art, 20,000 square feet of street-facing retail, a waterfront destination restaurant, and boutique office space.

In addition to group and wedding bookings, The Ben West Palm is accepting online guest reservations. For more information, please visit www.thebenwestpalm.com or call (561) 655-4001.

About The Ben West Palm

Highly anticipated as the reinvention of a Palm Beach icon, The Ben is West Palm Beach's newest hotel project, set to open this Winter. The 208-room property will serve as the nucleus of Flagler Banyan Square, with carefully curated design and details that will go hand in hand with an authentic local experience. The Ben West Palm takes inspiration from the Ben Trovato, one of the city's great homes owned by best-selling writer Byrd Spillman Dewey and her husband Fred Dewey, known as the couple that put West Palm Beach on the map. Their home became known as a sentinel point for socialization, conversation, enjoyment and enrichment, and the hotel will channel a similar spirit as a gathering spot for the modern traveler. The one-of-a-kind property will include a full service restaurant, parking garage and rooftop pool with breathtaking views of Palm Beach and the Atlantic Ocean, among other amenities. True to Autograph Collection standards, The Ben is "Exactly Like Nothing Else" both unique in design and thoughtful in spirit. For more information about The Ben West Palm visit www.thebenwestpalm.com

About Concord Hospitality Enterprises Company

As an award-winning hotel development and management company, Concord Hospitality Enterprises Company has spent the last three decades building relationships with investors, partners, and third-party hotel owners on more than \$2.5 billion in premium-branded properties across the United States and Canada. As an operator, Concord Hospitality instills value from the ground up, developing and managing with a sustainable viewpoint, a focus on quality and hands-on involvement to ensure long-term profitability and success. Concord Hospitality believes that its people are its greatest strength. With the brightest talent, the most innovative processes and a commitment to giving back to the communities where associates live and work, Concord Hospitality is committed to be a great place to work for all. Visit www.concordhotels.com for more information.

About Autograph Collection

Autograph Collection Hotels advocates for the original, championing the individuality of each of its over 170 independent hotels located in the most desirable destinations across more than 30 countries and territories. Each is a product of passion and a personal realization of its individual founder's

vision, making each hotel singular and special: Exactly Like Nothing Else. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection hotels offer rich immersive moments that leave a lasting imprint. For more information, please visit www.autographhotels.com, and explore our social media channels on Instagram, Twitter, and Facebook or follow along to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection Hotels is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

Media Contact:

Daniela Pedroza
Diamond Public Relations
(305) 854-3544
daniela@diamondpr.com

251 N Narcissus Avenue, West Palm Beach, FL 33401

phone 561.655.4001 fax 561.655.4002

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