

# PLUNGE

B E A C H H O T E L

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## **Plunge Beach Hotel, Lauderdale-By-The-Sea's Hip, New Resort Debuts in Early 2017**

**LAUDERDALE-BY-THE-SEA, Fla.** (December 20, 2016) – The charming seaside town of Lauderdale-by-the-Sea is ready to make a splash as the brand new **Plunge Beach Hotel** prepares for its grand debut in March 2017.

Developed by the Florida Development Group and managed by Hospitality Ventures Management Group, the 163-room oceanfront hotel complex, formerly the site of Lauderdale Beach Hotel, is located at 4660 El Mar Drive between A1A and the Atlantic Ocean.

Unlike many of the town's current vacation accommodations, the Plunge Beach Hotel offers direct beach access. Comprised of three individual buildings referred to simply as the Island, Beach and Bungalow residences, each with its own distinct vibe and design aesthetic, the resort offers guests a trio of divergent experiences tailored to their personal tastes.

With its edgy and contemporary flair, the self-proclaimed hip hideaway shuns corporate conformity in favor of an eclectic approach to food, fun, music, technology, recreational activities and accommodations.

"We discovered an untapped consumer market, which until now, hadn't catered to the emerging creative class of millennials and young families who desire an off-the-radar, experiential vacation," said Paul Ditheridge, director of marketing for Plunge Beach Hotel. "We designed Plunge to fill this void and are thrilled to introduce beach lovers to our authentic, anything-but-boring retreat."

Among the resort's most anticipated perks is the soon-to-be-famous Backflip Beach Bar, the only true toes-in-the-sand beach bar in Lauderdale-by-the-Sea. It will be open to hotel guests and locals alike, along with Octopus Lobby Gastropub and the Wells Coffee Shop, serving locally roasted coffee, fresh sandwiches and gelato. The hotel's amenities include a beachfront swimming pool with spectacular ocean views, free WiFi, a 24-hour fitness center and ample street level parking.

"Our redevelopment crew has worked tirelessly round the clock for the past year and a half so we can debut Lauderdale-by-the-Sea's finest new vacation escape," said Doug Barrow, general manager of Plunge Beach Hotel. "With our spectacular, spacious beach setting we can easily accommodate groups and hope to host year-round social events and beachfront weddings in style."

The developers chose to invest in Lauderdale-by-the-Sea for its small town charm and global appeal. With convenient access from three South Florida international airports and Port Everglades, the town attracts visitors from around the world to its natural reefs for off-shore scuba diving, its renowned fishing pier and walkability to a variety of charming shops and restaurants.

For additional information or to book a reservation visit [plungebeachhotel.com](http://plungebeachhotel.com), call 754-312-5775 or email [info@plungebeachhotel.com](mailto:info@plungebeachhotel.com)

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