



**SOUTH FLORIDA'S CROWNE PLAZA HOLLYWOOD BEACH:**  
**A CONVENIENT WATERSIDE RETREAT FOR GROUPS**

HOLLYWOOD, Fla., January 17, 2008 – With a central South Florida location, Hollywood is becoming a year-round favorite for the meetings and incentive market, conveniently located eight miles from Fort Lauderdale/Hollywood International Airport and 20 miles from Miami International Airport. The brand new Crowne Plaza Hollywood Beach offers 311 spacious well-appointed guestrooms and six indoor meeting rooms for groups from 10 to 250. Exclusive **Crowne Meetings Directors** ensure each group activity flows smoothly and the property is a home away from home for every participant. The hotel is right in the middle of the action with Downtown Hollywood, Gulfstream Park Racing & Casino, Dolphins Stadium, Fort Lauderdale's Las Olas Blvd. and South Beach all serving as convenient distractions when a well-earned break is needed. Groups can also simply retreat to the *TIKI* Bar & Grille for a refreshing tropical cocktail or fresh seafood specialty.

Opened in October 2007, the Crowne Plaza Hollywood Beach offers 6,800 sq. ft. of dedicated indoor meeting space in six rooms including the 2,184 Sian Ballroom (derived from the Punjabi word meaning "intelligent"). The Sian Ballroom can be comfortably configured to accommodate 200 guests in a theater or reception style and 120 guests in a classroom format. The Crowne Plaza Hollywood Beach's 3,200 sq. ft. Waterway Pavilion overlooking the Intracoastal Waterway is an ideal outdoor venue for special events and galas, with a panoramic sunset view to the west.

"The Crowne Plaza Hollywood Beach provides the meetings and incentive market with a dedicated staff focused on each detail, so the group can focus on their objectives," states Clifford Ferrara, general manager of Crowne Plaza Hollywood Beach. "Whether those objectives are planning for the next quarter in our Sian Ballroom or a poolside celebration after a victory at nearby Dolphin Stadium, the Crowne Plaza Hollywood Beach is a picturesque setting to be enjoyed."

The Crowne Plaza Hollywood Beach team understands everything that goes into planning and hosting a meeting, which can present the challenges of a tight budget, short time frame and unexpected attendees. The knowledgeable staff executes the Crowne Plaza Meeting Success Program®, which has been developed to partner with groups' needs for a successful meeting. The program includes a **2-hour Response Guarantee** from the initial hotel inquiry and a guaranteed proposal by the next business day.

Each group receives a dedicated **Crowne Meetings Director** that serves as a single point of contact from the moment planning begins to the last minute group members check-out. Meeting rooms are equipped with high-speed Internet access, digital projectors and LCDs, DVDs and the most up to date audio/visual tools, which are coordinated by Crowne Meetings Director. The resort business center features a computer workstation, Internet and printer and fax services for online research or last minute presentation changes. Turnkey golf tournaments on the area's top private courses, VIP airport transportation and exclusive destination tours can all be arranged. A meeting debrief is provided each day with a complete itemization of all accounting for the day's expenditures to help manage the budget and 72 hour billing ensures a prompt final invoice.

A good night's sleep is an important part of making a meeting a successful one for both attendees and planners. Crowne Plaza has developed the Sleep Advantage Program with the help of renowned Sleep Specialist Dr. Michael Breus, Ph.D. In addition to comfortable new beds featuring pillow-top covered mattresses, the program includes plush bedding and white down comforters, Quiet Zone Floors to ensure maximum silence for business-travel guests, and sleep amenities including a tranquil CD and relaxation tips.

Custom menus for private dining by the Elements Bistro executive chef and themed outdoor events at *TIKI* Bar & Grille are available. The chef can also create memorable dining experiences on chartered private yachts or gourmet picnic lunches for the beach or nearby Oleta State Park.

Meeting guests and planners receive valuable Priority Club ® Points and can call Crowne Plaza Hollywood Beach at 1-954-454-4334 or visit [www.cphollywoodbeach.com](http://www.cphollywoodbeach.com) for more information and group inquiries.

#### **- About Crowne Plaza Hollywood Beach -**

Ideally located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the new 10-story, contemporary-designed Crowne Plaza Hollywood Beach features 311 well-appointed rooms with expansive balconies, offering views of the Intracoastal or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge, free-form pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two culinary options – Elements Bistro, featuring continental cuisine, and poolside Tiki Bar – 10,000 square feet of meeting space, fitness center, signature holistic Sleep Advantage Program and convenient beach access. Plans call for an adjacent full-service marina.

Crowne Plaza Hollywood Beach is located at 4000 South Ocean Drive, Hollywood, Florida 33019. For more information, please call (954) 454-4334. Visit [www.cphollywoodbeach.com](http://www.cphollywoodbeach.com).

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