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kimptongoodland@turnerpr.com**FOR IMMEDIATE RELEASE****THE KIMPTON GOODLAND HOTEL – FORT LAUDERDALE BEACH WELCOMES ITS FIRST GUESTS***The Stylish New Property Marks The Destination’s First True Boutique Hotel*

FORT LAUDERDALE, FL (April 14, 2021) – South Florida’s beloved Fort Lauderdale debuts a reimagined and fresh era in hospitality with today’s official opening of [The Kimpton Goodland Hotel - Fort Lauderdale Beach](#) – the destination’s first true boutique hotel. Owned by Banyan Investment Group and operated by [Hotel Equities](#), the hotel is Kimpton Hotels & Restaurants’ first property in the market and seventh property in Florida. Located in the North Beach Village neighborhood, and just one block away from the beach, the brand-new 96-key property invites guests to discover a cool and carefree Fort Lauderdale experience.

“The Goodland is primed to deliver something fresh to the Fort Lauderdale vacation experience,” said Nils Bergmann, Kimpton Goodland Hotel’s General Manager. “Our property offers a laid-back boutique ambiance that blends the destination’s past and present. We’re excited to introduce The Goodland to both locals and guests — it’s bound to become a favorite for both.”

The Details

An adaptive reuse of the historic Escape Hotel, which originally opened in 1950 as the first year-round resort in Fort Lauderdale, The Goodland blends in with the mid-century, nostalgic look and feel of its original structure and the neighborhood. An iconic addition to the area, The Goodland spans three two-story buildings, inclusive of four food and beverage concepts, nearly 400-square-foot Wayfarer Board Room primed for small-scale events and private dining outings, on-site state-of-the-art fitness center, and two private pools, one on the ground level and the other atop the 8th floor rooftop, each complete with activated pool bar. Guest-favorite Kimpton services, amenities, and perks include morning coffee and tea service, evening social hour, complimentary PUBLIC bikes, in-room yoga mats, kid-friendly programming, and a pet-friendly policy. Debuting later this year, is an array of programs and activities like botanic-filled courtyard yoga sessions and live music on the rooftop.

The Location

Fort Lauderdale’s 23-miles of golden beaches and 300+ days of sunshine beckon outdoor enthusiasts year-round. Situated in the North Beach Village just one easy block from the Fort Lauderdale Beach and near Las Olas Boulevard, guests are welcomed into the fold of palm fronds, where private courtyards whisper and yachts drift by. Poised beside the Intracoastal Waterway, The Goodland provides a bird’s-eye view of Fort Lauderdale’s boating life, and also makes it an ideal home base for those attending the annual Fort Lauderdale International Boat Show. Beyond the doors is an intriguing mix of award-winning restaurants, upscale shops, adventure water sports, and attractions. While the thrum of the outdoor scene can’t be seen or heard from the hotel, it’s there, within steps — for a unique convenience.

The Look

Set back from the hustle and bustle on the A1A, The Goodland offers a tucked-away oasis of lush greenery and a tropical aesthetic that enhances wellness and inspires a laidback retreat. Taking cues from its surroundings, the hotel was thoughtfully designed to embody the look and feel of its intimate neighborhood, emphasizing modern simplicity, nostalgic style and mid-century architectural details. Thoughtfully curated interior design motifs include fresh color palettes juxtaposed with pops of sun-drenched South Florida colors like turquoise and terra cotta, that exude an extremely breezy vibe. All 96 guestrooms are awash in calming, natural hues and are equipped with vacation-inspired amenities, like extra towels, beach bags, and yoga mats.

The Flavors

Poised to become the neighborhood's next to-be-and-be-seen, The Goodland is home to an array of vibrant food and beverage concepts, including Botanic and Good Bar, that will be debuting on April 29th. Botanic takes inspiration from the farms, fields and waters of Florida with touches of Latin and Caribbean influences. With this refreshing perspective, it features cocktails concocted with fresh juices and shareable plates that encourage diners to linger and connect over their meal. Botanic opens up to the outside, becoming symbiotic with its poolside counterpart, Good Bar. At Good Bar, a retro vibe prevails, as do patio-perfect rosés and the kind of easy drinking options that welcome the soft turn of day to night. Debuting later this year, is a rooftop food and beverage concept, as well as a coffee bar.

Rooms are available for booking now and the very first guests of The Goodland can take advantage of its attractive opening offer, "[Book Now, Pay Later](#)" offering savings on stays, along with flexible cancellation.

For more information on the hotel please click [here](#) and to access high-resolution imagery of the hotel please click [here](#).

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About The Kimpton Goodland Hotel - Fort Lauderdale Beach

Tucked just one block from the beach, The Kimpton Goodland Hotel - Fort Lauderdale Beach is a sunshine-dappled world onto itself, where you can savor peaceful moments — and also shake up the party. Enjoy well-known Kimpton services and amenities, along with special experiences that are lush and ever-so local. From cocktails created with freshly squeezed juices at the poolside bar, to yoga classes in the botanic-filled courtyards, this is the neighborhood's place to be. And it's all within easy reach of downtown Fort Lauderdale's sophisticated shops and dining. For more information, visit goodlandhotelftlauderdale.com. Follow along and catch an inside look on social media at [@thegoodlandftl](https://www.instagram.com/thegoodlandftl) and [@thebotanicftl](https://www.instagram.com/thebotanicftl) on Instagram.

About Kimpton Hotels & Restaurants

San Francisco-based Kimpton Hotels & Restaurants is the original boutique hotel company, which pioneered the concept of unique, distinctive, design-forward hotels in the United States in 1981. Anchored in one-of-a-kind experiences, Kimpton now operates more than 60 hotels and 80 restaurants, bars and lounges across urban locations, resort destinations and up-and-coming markets in the United States, Canada, Europe, Caribbean and Greater China. Kimpton spaces and experiences center on its guests, offering inspiring design to forward-thinking flavors that feed the soul. Every detail is thoughtfully curated and artfully delivered, so that guest experiences remain meaningful, unscripted and ridiculously personal. In January 2015, Kimpton became part of the IHG Hotels & Resorts family of hotel brands. For more information, visit www.KimptonHotels.com.

About Hotel Equities

Hotel Equities (HE) is a full-scale hotel ownership, management and development firm operating 185 hotels and projects throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

About Banyan Investment Group

With offices in Florida and Georgia, Banyan Investment Group is a hotel investment and management company that acquires and manages select-service hotels in the United States. The company has been listed as an Inc. 5000 member for the past six, consecutive years. The company utilizes conservative forecasting, combined with a clear understanding of calculated risk taking, to make optimal investments with an overarching goal of exceeding stakeholder expectations of investment returns.