

Kimpton Hotels & Restaurants Announces The Kimpton Goodland Hotel – Fort Lauderdale Beach

Hotel Equities Selected to Manage the Boutique Hotel in Florida’s Broward County

SAN FRANCISCO (March 9, 2021) – [Kimpton Hotels & Restaurants](#) announced today it will open the newest and hottest boutique hotel in Fort Lauderdale, marking the brand’s entrance in the market and seventh overall in the Sunshine State. Set to open next month, [The Kimpton Goodland Hotel – Fort Lauderdale Beach](#), will place emphasis on discovery of experience and want-for-nothing amenities. Blending in with the mid-century, nostalgic look and feel of its North Beach Village neighborhood, The Kimpton Goodland will span three two-story buildings, inclusive of an eclectic American restaurant and a 500-square-foot private dining room, state-of-the-art fitness center and two private pools, each complete with activated pool bar and cabanas. The hotel is owned by Banyan Investment Group and operated by [Hotel Equities](#). The Goodland is Hotel Equities’ first Kimpton-branded property to join its portfolio following Kimpton’s recent nod to add the company to its shortlist of approved managers to operate the brand’s luxury hotels.



“We’re thrilled to partner with Banyan Investment Group and Hotel Equities on our newest Kimpton in Florida,” said Kimpton Chief Development Officer Allison Reid. “With significant regional expertise, their team of trusted operators will bring the Kimpton brand to life in Fort Lauderdale. We’re excited to welcome The Goodland into the Kimpton family and know it will soon become a sought-after getaway.”

“Our senior leadership’s extensive experience with lifestyle and luxury hotels facilitated the strategic growth of our full service and resort division. Over the past few years, our investment into the luxury and resort space both in terms of people and infrastructure has been acknowledged with the addition of projects such as The Kimpton Goodland into our portfolio,” said Brad Rahinsky, President and CEO of Hotel Equities. “Our ability to engage quickly and find alignment in vision with the owners and the Kimpton brand has been key to a successful ramp-up to opening day.”

“We could not be more confident in our selection of the right lifestyle brand in Kimpton and the right operating partner in Hotel Equities,” said Andy Chopra, Principal and Chief Investment Officer, Banyan Investment Group. “Hotel Equities’ team of experts have worked in tandem with Kimpton on advancing critical preparations for the hotel’s upcoming opening day. We look

forward to building upon and strengthening these partnerships as we are actively adding full service and resort properties to our portfolio.”

An adaptive reuse of the historic Escape Hotel, which originally opened in 1950 as the first year-round resort in Fort Lauderdale Beach, The Kimpton Goodland will take on a new first as the first true boutique hotel to open in the popular beach destination. Set back from the hustle and bustle on the A1A, The Goodland offers a tucked-away oasis of lush greenery and tropical landscaping paired with a fresh color palette with pops of sun-drenched South Florida colors like turquoise and terra cotta to present an entirely laid-back vibe. With social programming aimed to appeal to hotel guests and locals alike, The Goodland will complement the vibrancy of the neighborhood and welcome all to come as they are.

A captivating visual juxtaposition, the ground-floor restaurant, The Botanic at The Goodland, punches up the volume with layered textures and vibrant colors. Open for breakfast, lunch and dinner, The Botanic will serve up bold, healthful and eclectic flavors that feature local ingredients and Latin and Caribbean influences. With a menu that centers on locally-sourced ingredients, shareable plates, a creative beverage program and kicked-up energy, The Botanic has its sights on becoming a lively neighborhood favorite. The adjacent, pool-side Good Bar at The Goodland continues the good vibes but with a decidedly more relaxed scene. Set amongst lush landscaping, this secluded outdoor bar and lounge will feature a concise menu of shareable plates and lighter fare with a beverage menu featuring gin and tonics, inventive frozen drinks and patio-perfect white and rosé wines.

“We’re so excited to bring The Kimpton Goodland to Fort Lauderdale, as Florida continues to be an important region for our growth,” said Kimpton CEO Mike DeFrino. “The Goodland will provide something different for the destination, serving up an easy-breezy boutique experience and welcoming atmosphere to soon become a locally loved and highly sought-after neighborhood gem.”

Fort Lauderdale’s 23-miles of golden beaches and 300+ days of sunshine beckon outdoor enthusiasts year-round. With activities ranging from upscale shopping, award-winning dining, high-end boating and adventure water sports, the city’s beach and downtown have long attracted affluent visitors up and down the east coast and beyond. The Kimpton Goodland’s location on North Bird Road at Bayshore Drive offers easy access to Fort Lauderdale Beach and Los Olas Boulevard for those looking to explore the neighborhood and sweeping sunset downtown and water views from its 8th floor pool deck for those seeking escape.

“We continue to identify opportunities in the full service, upper-upscale and resort hotel segments where we’ll deploy our team’s experience and expertise” said Joe Reardon, Chief Development Officer for Hotel Equities. “Our F&B leaders and corporate curators add tremendous and measurable value to unique properties like the Kimpton Goodland and allow us to deliver maximum returns to owners.”

The Kimpton brand continues to grow in the US and internationally with over 25 Kimpton hotels across 20 new global destinations, including Paris, Hong Kong, Bali and Shanghai, scheduled to open in the next three to five years. To learn more about Kimpton Goodland Hotel – Fort Lauderdale Beach visit this [link](#). To view and download images of the new hotel, click [here](#).

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 InterContinental Hotels Group (IHG) family of hotel brands. For more information, visit www.KimptonHotels.com.

About Hotel Equities

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 185 hotels throughout the United States and Canada. Frederick W. 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.

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