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Playa Largo Resort & Spa Breaks Ground in The Keys Luxury beach haven marks first new Key Largo resort in 20 years

Monday, April 21, 2014

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Prime Hospitality Group
Real Estate Developers/Hospitality

Playa Largo Resort & Spa, the newest addition to Marriott's Autograph Collection, is set to open on Key Largo, Florida in the summer of 2015. The construction, which began in early 2014, marks the first new full-service resort to be built on Key Largo in 20 years.

Prime Hospitality Group (PHG), a recognized developer in Florida, and Skaner Hotels, one of the foremost owner-operator companies in the hospitality industry, have come together to bring a new level of luxury accommodations to the area.

Inspired by Key Largo's rich ecosystem and vast natural beauty, Playa Largo Resort & Spa will sit upon 14.5 exclusive waterfront acres and draw on its surroundings to inspire the elegant yet breezy aesthetic of the 154-room resort that includes ten private bungalows. A standalone beach house will also surround guests with the same chic Ameri-Caribbean look and feel conceptualized by Prime Design Associates, LLC. The Gettys Group has been tasked with managing all aspects of the property's interior design.

Conceived from a desire to offer Key Largo visitors an upscale and modern full-service resort for both leisure and groups, Playa Largo Resort & Spa will redefine what it means to travel to the Florida Keys. From a 6,000 square foot ballroom ideal for corporate events to a picturesque formal lawn perfect for banquets and weddings, this new resort will provide a pristine location for beach vacations, destination weddings and meetings.

"Playa Largo Resort & Spa is one of the most exciting projects we've developed from the ground up," said Larry Mayer Abbo, chief executive officer of Prime Group. "People have always enjoyed visiting Key Largo but our goal with this property is to provide a luxurious yet laidback resort that will attract a new set of visitors to the area while giving regulars another reason to return."

Playa Largo Resort & Spa will offer a wide range of upscale amenities and services that will appeal to guests of



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Playa Largo Resort & Spa will offer a wide range of upscale amenities and services that will appeal to guests of all ages. The resort's expansive waterfront pool and 745 feet of white sand beach provide places to lounge, while a state-of-the-art fitness center, two tennis courts, basketball court and various watersport rentals offer active entertaining on-property diversions. Adults can pamper themselves at the full-service spa and salon while the little ones enjoy the Kids Activity and Nature Learning Center.

Boaters can anchor down at the resort's private marina and enjoy lunch or dinner at Playa Largo Resort & Spa's Marina Grill restaurant. The Sunset Restaurant will present mouth-watering options for all three daily meals while the beachfront Tiki Bar offers premium libations and a front row seat for spectacular sunset views.

"Playa Largo Resort & Spa marks the ninth hotel project that Shaner and Prime Hospitality Group have partnered on and we are delighted to be able to bring something new and different to such a highly coveted and popular destination after all these years," said Plato Ghinos, president of Shaner Hotel Group. "Our properties always pay homage to their surroundings so Playa Largo will combine the cozy comfort of The Keys with the feeling of luxurious international service and hospitality that Shaner and Prime are known for providing."

ABOUT PRIME HOSPITALITY GROUP

Prime Hospitality Group offers a full array of customizable hospitality services and products under one roof. Perfectly situated within Prime Group's multiple, professional alliances, PHG offers solutions crafted from a broad consensus of skilled disciplines and the experience necessary for the most efficient development, operation and ownership of premium brand hotels including Marriott International Inc., Hilton Hotels Corporation, Intercontinental Hotels Group and Choice Hotels, as well as restaurants and conference facilities. PHG spans national and international hotels, restaurants, financial institutions and individual entrepreneurs who benefit from a comprehensive team approach. With world class resources and services, PHG identifies, develops and operates hospitality investments and the master plans, mixed-use and urban environments suitable for those investments. For more information, please visit <http://primehospitalitygroup.com>.

ABOUT SHANER HOTELS

Shaner Hotels is one of the foremost owner-operator companies in the hospitality industry. The current portfolio is made up of 40 properties with over 5,000 rooms, in 17 states and two countries with gross revenues of both owned and managed properties in excess of \$150 million. New properties are constantly evaluated as the division continues a conservative yet opportunistic approach to growth. Shaner is an approved management company and franchise of Marriott International Inc., Hilton Hotels Corporation, InterContinental Hotels Group, and Choice Hotels. Obtaining endorsements from these world-renowned companies is a direct result of the organization's commitment to quality and an unwavering customer service philosophy adhered to for more than four decades of hospitality operations. For more information, please visit the company website at www.shanercorp.com.

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Beach Resort in Key largo



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