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### **The Royal Palms Reinvented**

*Fort Lauderdale's premier gay guesthouse is expanding into sleek, modern boutique territory and preparing to change the face of the city's gay hotel market*

Fort Lauderdale, Florida (June 23, 2010)—The Royal Palms opened in Fort Lauderdale in 1991, creating a new brand of luxury accommodations for gay getaways and helping to launch the city's international reputation as a top gay resort destination. Now, Royal Palms founder Richard Gray is raising the bar again with a major expansion and head-to-toe renovation that adds 53 rooms in two neighboring properties to the existing 12-room guesthouse.

When the new RP is unveiled in December 2010, it will be the largest resort catering to gay travelers in the city – but with a decidedly different vibe. "The gay guesthouse model worked really well for many years, but it's now time for something more contemporary," says Gray, who has collected numerous awards for the RP. "Our new hotel will embrace the tropical setting while showcasing a clean, modern boutique design and a European sensibility. It will be gay, but definitely heterofriendly."

Visitors will find crisp white exteriors, bougainvillea, and grey pavers accenting a trio of heated pools. The three buildings' totally remodeled guestrooms and baths will be styled in all white with accents of dark purple – a design nod to the fresh orchid blossoms that have welcomed guests since the RP opened. WiFi will be available throughout the property and guests will have access to iPads for on-site use. The RP will accentuate the overnight experience with the addition of a gym, spa, ocean-view sundeck, full bar, and indoor/outdoor café.

"It's going to be a must-do for gay visitors, and a fresh alternative for South Florida residents," says Nicki Grossman, President/CEO of the Greater Fort Lauderdale Convention and Visitors Bureau. "We have boutique hotels and gay guesthouses, but nothing that brings the two together in this kind of hip, urban way."

Rates for standard rooms will start at \$109, making the hotel an affordable oasis of style within two blocks of Fort Lauderdale Beach. "We've established Fort Lauderdale as a great gay destination, and the Royal Palms played a significant role in that," says Broward County's openly gay mayor, Ken Keechl. "It's only fitting that Richard and the RP takes the lead in moving the market another step ahead."

For more information, please visit [www.royalpalms.com](http://www.royalpalms.com).