

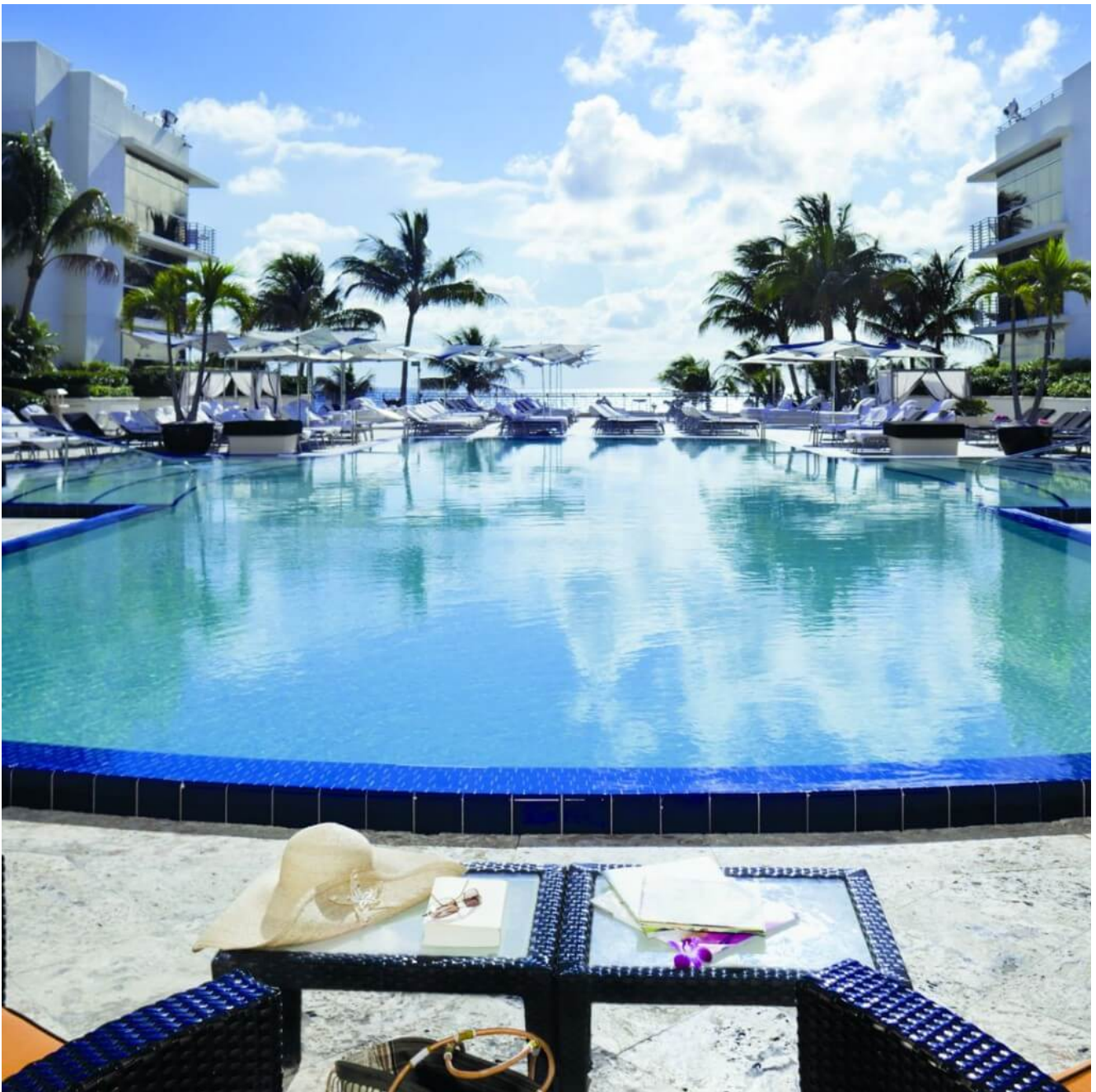
REVIEW: The Ritz-Carlton South Beach



When you think of South Beach you automatically conjure up thoughts of art-deco and 1980's glamour. All white decor and contemporary style.

The Ritz-Carlton in South Beach bucks this trend, severely. The first thing you notice about the Ritz here is how large the lobby is. Keeping in line with other Ritz properties this one is just as large, most of the other properties on Collins Avenue are relatively small in comparison, save for the Fontainebleau. The hotel's layout reminds me of a cruise ship with its multiple levels that jet out over each other, and the pool "deck" with rooms surrounding it on both sides with patios that mimic the look of outdoor balconies on upper level

staterooms. If you're sitting at the pool it gives you the impression that you're on a cruise perpetually on its way towards the Atlantic Ocean – and i'm ok with it.



The pool overlooks the ocean and is surrounded on both sides by hotel rooms, mimicking the outlook of a cruise ship

Overall, the hotel is luxurious and modern yet retaining much of the feel of a Ritz-Carlton with dark woods and darker furniture.

I think it's a great place if you're looking to stay within the Ritz-Carlton or Marriott chain while in South Beach, but I

can't recommend it over a few other options that are unique to Miami Beach, including the SOHO Beach House, Delano South Beach, or the One Hotel.

If you DO want great service, and are used to a certain level of sophistication, then definitely check this out. However, I feel that there's other ways to experience the eclectic vibe of SoBe.

PROS:

- Cool pool area with a great view overlooking the ocean
- Excellent service, which is tough to normally get in South Beach

CONS:

- You won't be able to get the real South Beach feel, it doesn't have the uniqueness that some of the other art-deco properties in South Beach offer

SECRETS:

- You won't need a car, this hotel is RIGHT in the center of everything in South Beach

OTHER STUFF IN SOUTH BEACH:

- I've been to South Beach well over 20+ times so I have a long list, but always manage to walk down Ocean Blvd. You can't get the whole experience unless you do this



This is the quintessential part of South Beach – Ocean Blvd at night. In all it's Scarface glory