

## Mandarin Oriental's latest venture targets South Floridian growth

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*The nearby Mandarin Oriental, Miami*

By STAFF REPORTS

Mandarin Oriental Hotels & Resorts is embracing the growing trend of extended stay through a new development project in Boca Raton, FL.

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The hospitality brand has announced that it will manage a hotel and residences currently being developed by Penn-Florida Companies in Boca Raton, FL. Scheduled to open in late 2017, the project will expand Mandarin Oriental's reach in a key tourism and business destination in South Florida.

### Short or long form

Mandarin Oriental's project includes two adjacent towers located in downtown Boca Raton. The development site is near the city's most affluent, sophisticated neighborhoods and just a short walk from pristine beaches.

The hotel tower will feature 158 rooms and suites with either an ocean or city view. Each room type will be designed with a sophisticated and contemporary style, reflective of the hotelier's Asian heritage.

Mandarin Oriental, Boca Raton's second tower will be referred to as The Residences at Mandarin Oriental and connected to the hotel by a sky bridge. The Residences tower will include 100 luxurious private homes, with the white-glove service expected from a Mandarin Oriental property.

Amenities at the property includes a rooftop restaurant with outdoor terrace and bar as well as a chic lobby and club lounge, Mandarin Oriental cake shop, meeting and banquet spaces as well as a spa, fitness center and rooftop pool area.

Additionally, the Mandarin Oriental, Boca Raton towers will form part of an upscale mixed-use development. The 65,000-square-foot area will include luxury lifestyle retail in addition to world-class private club offering social, fitness and golfing.

In a statement, Edouard Ettedgui, group chief executive of Mandarin Oriental, said, "We are delighted to be opening a new luxury hotel in south Florida's key tourism and commercial district, and look forward to bringing Mandarin Oriental's legendary levels of hospitality to this exciting project. This new development complements the award-winning Mandarin Oriental, Miami, and will provide a sophisticated and elegant retreat for guests and residents alike."

Over the summer, Mandarin Oriental, Miami celebrated its 15th anniversary with a series of packages and a social media contest.

The brand mined the local culture and its resident attractions as a culmination of 15 years of business. Few events provide better campaign launching off points than brand anniversaries, but even these achievements can seem dull if brands fail to experiment ([see story](#)).

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