



HAWKS CAY RESORT REOPENS ITS DOORS FOLLOWING A \$50 MILLION DOLLAR RENOVATION POST HURRICANE IRMA

DUCK KEY, Fla. – August 30, 2018 – Hawks Cay Resort, a landmark Florida Keys destination resort, celebrated its grand reopening today, debuting a reimagined hotel and unveiling new guest experiences. Carey Watermark Investors, the Resort’s ownership, and executive team, with the help of tourism partners and government officials, “cut the ribbon” on the refreshed hotel this morning in front of industry partners and community members. After a nearly one year closure due to hurricane damages, the highly anticipated reopening marks the completion of the more than \$50 million dollar renovation focused on the main hotel, which includes the lobby, 177 guestrooms, two restaurants, and public areas.

“The reopening of Hawks Cay is a great day of pride for us,” said Sheldon Suga, Hawks Cay Resort VP managing director. “The reimagined Hawks Cay is truly a reflection of our great destination with so many people coming together to make today’s reopening possible. We are ready to rejoin our local tourism partners in welcoming guests to the Florida Keys with gracious service and a one-of-a-kind vacation experience and look forward to checking in our first guests today.”

With the support of local and national leaders and industry partners, including U.S. Congressman Brian Mast, Florida State Representative Holly Raschein, Monroe County Mayor David Rice, Florida Restaurant & Lodging Association President Carol Dover, and Visit Florida President & CEO Ken Lawson, who all spoke at the event, Hawks Cay opened its doors to celebrate the next chapter of its legendary story.

“The Florida Keys are known as a premier vacation destination and we are thrilled that Hawks Cay Resort can once again welcome visitors to experience all of the sights, sounds and feels that only the Florida Keys can offer. The Florida Keys are a huge reason why Florida welcomed a record 116.5 million visitors last year, and are a great partner in our effort to make Florida the number one travel destination in the works,” said Ken Lawson, president & CEO of VISIT FLORIDA.

Back on the map and in time for Labor Day, the Resort is expecting to be at near capacity for the three-day weekend. The grand reopening festivities continue with Hawks Cay’s annual Heroes Salute Weekend kicking off Saturday morning with a 5K run/walk and continuing throughout the weekend with live music concerts, a Heroes Salute tribute ceremony, fireworks, and more.

The reimagined Hawks Cay experience celebrates its island sensibility with a design that allows its magnificent ocean surroundings to become the centerpiece of the refreshed hotel. Influenced by the mid-century design of Morris Lapidus, the architect of Hawks Cay’s main hotel, the new coastal-inspired décor is infused with a color palette of tropical hues and patterns that reflect the movement of the ocean.

The Resort is taking a fresh approach to its dining experiences with the introduction of two new restaurant concepts. For guests looking for something quick and simple, Hawks Cay Marketplace is a casual eatery with a wide range of menu items from sandwiches and salads to pizzas and pastas, while Sixty-one Prime offers a more sophisticated experience. The modern steakhouse, which is certified “Florida Fresh”, features fine cuts of meat such as the Grass Fed Delmonico and Free Range Mountain River Venison Chop, as well as signature seafood dishes like the Chili Crusted Yellowfin Tuna and Florida Keys Seafood Pepperpot. Guests will also be able to coordinate private dining experiences in-room or seaside around the Saltwater Lagoon.

Also new to the resort experience is an expansion of the adults-only area for the 21 and older crowd. Formerly limited to the Tranquility Pool, the new Oasis Cay goes beyond the pool to include a bar, restaurant, outdoor lounge and fire pit. Serving up a variety of island-inspired dishes from salads and sandwiches to tacos and burgers, the restaurant provides easy lounge chair-style dining with an extensive menu of frozen drinks, beer, wine, and signature cocktails like the Hibiscus Fizz and Tidal Wave. Once the sun goes down, the fire pit area becomes and a relaxing entertainment venue with a cigar menu and live music.

Hawks Cay invites guests to celebrate its grand reopening with a special #HawksCayRises rate. With a savings of 10 percent, the discount offer is available for stays now through Oct. 31, 2018. To book, visit www.hawkscay.com or call (855) - 819-0398.

About Hawks Cay Resort

A recipient of the prestigious AAA Four Diamond Award and a member of the Preferred Hotel Group Lifestyle Collection, Hawks Cay Resort is located on Duck Key in the Middle Florida Keys. Situated roughly halfway between Key Largo and Key West at mile marker 61, this 60-acre, tropical destination is easily accessible by car, boat or plane yet feels worlds away from everyday life. Alongside the aquamarine water of the Atlantic Ocean, guests enjoy offshore, flats and backcountry fishing; diving; kayaking; kiteboarding and standup paddleboarding programs; Cliff Drysdale tennis program, and the only resort-based Dolphin Connection program with complimentary daily viewings in the continental U.S. The resort boasts 177 guestrooms and 250 two- and three-bedroom villas, a full-service marina, six restaurants, saltwater lagoon, five swimming pools, kid and teen clubs and the award-winning Calm Waters Spa.

For more information about Hawks Cay Resort, please visit www.hawkscay.com or call (855) 819-0398.

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