



NEW LORD BALFOUR HOTEL TO OPEN IN SOUTH BEACH

Miami's Ocean Drive Welcomes a Newly Renovated Boutique Hotel

Miami, FL June 14, 2013 – The [Lord Balfour](#), will be making a debut after a multi-million dollar renovation. This South Beach hotel is situated directly on Ocean Drive, South of Fifth Street, in a neighborhood better known as “SoFi” to the locals, sitting steps away from warm turquoise waters and white sandy beaches. The 64 bright and airy guest rooms offer a refreshing spin on its interior design by weaving in a bit of the history of Lord Balfour, a Prime Minister of England and an Earl. Fully entrenched in his formal titles and British traditions, Balfour was considered to be totally irreverent. It is whispered that he and Lady Elcho were greater than friends and less than lovers, which was a liberated idea for their time and titles. We live in a new era - and this is South Beach.

Enter the hotel’s public space comprising lobby and bar, and you’ll discover a chic vintage setting combined with animated and witty design details. A prominent display of mirrors, on a backdrop of soft textures is a playful homage to Lord Balfour, a man who was considered thoroughly vain. Clever expressions he coined loudly resonate today: “A good speech, like a woman’s skirt, should be long enough to cover the subject and short enough to create interest.”

Guest rooms feature natural and sustainable bamboo hardwood floors and all of the modern comforts required of traveler’s today. Oversized windows overlook the interior palmed courtyard, Ocean Drive, or offer city views of the SoFi neighborhood. Furnished with custom designed writing desks and chairs, and leather lounge seating, additional amenities include ETRO bathroom products in a scent that will satisfy both men and women. Comforts include luxurious bed linens along with plush robes, towels and slippers. Fully modernized for today’s guests, rooms feature docking stations, 40” televisions and complimentary WiFi.

[The Lord Balfour](#) molds well into the rich diversity of Art Deco styles as its exterior is marked with forms of the industrial era. Originally opened in 1940, the Lord Balfour hotel opened its doors as the influx of tourists streamed to Miami Beach, with an enthusiasm for the warm and sunny climate – continuing to do so today. The hotel sits in close proximity to the city’s ever growing arts and culture scene. Room categories include Balfour Suites, King, Queen Double, or Queens, with rates starting at \$199 during low season and \$299 during high season.

For more information, and to sign up for news, special offers, and introductory rates please visit www.lordbalfourmiami.com or call 305.673.0401 US toll free 1-800-501-0401.

About Lord Balfour

The [Lord Balfour](#) is a boutique hotel of 64 rooms and suites on Ocean Drive, South of Fifth Street, in a neighborhood better known as “SoFi” to the South Beach locals. Sitting steps away from warm, turquoise waters and white sandy beach, the hotel is located in the heart of the Art Deco district and near the city’s ever growing arts and culture scene. The Lord Balfour makes a wink to the Brits, and delivers a distinctive experience and chic vintage style that merges with a thoroughly modern setting. The expansive veranda provides the perfect place to people watch while enjoying a refreshing tea-infused cocktail from the lobby bar. The interior landscaped courtyard, fringed with palms, provides a tranquil retreat to enjoy a morning coffee or refreshing beverage. Lord Balfour is located at 350 Ocean Drive, Miami Beach, Florida. Telephone: 305.673.0401 Fax: 305.674.9634 www.lordbalfourmiami.com.

indie boutique hotels and resorts™

Lord Balfour is managed by Trust Hospitality, and a member of indie boutique hotels & resorts™. Please visit www.indieboutiquehotels.com for exquisite and personalized service from spectacular hotels and resorts in spellbinding locations.

Media Inquiries

KVD Communications – NYC + 646.723.4338

Kathleen Duda, Managing Director

kathleen@kvdc.com

Haley Wiley, Senior Account Executive

haley@kvdc.com