

THE WESTIN

KEY WEST

Resort & Marina

FOR IMMEDIATE RELEASE

NEWS RELEASE

CONTACT:

Chuck Smith
KingstonSmith Communications
(561) 362-8704
Chuck@KingstonSmithPR.com

Kerry Morrissey
Ocean Properties, Ltd.
(561) 274-2313
KMorrissev@OPLHotels.com

RESORT CELEBRATES RE-BRANDING
WITH VERY SPECIAL FLORIDA RESIDENT OFFER

The New Westin Key West Resort & Marina Offers Floridian Rate through Mid-September

KEY WEST, FLORIDA – August 1, 2006 – To commemorate its transformation into the new **The Westin Key West Resort & Marina**, the resort is offering Florida residents an opportunity to experience the property at a great savings. From August 1 through September 14, rates from \$229 will be available for those that live in the Sunshine State. The *Florida Resident Rate* represents a 25% savings.

The *Florida Resident Rate* at The Westin Key West Resort & Marina is based upon availability, single or double occupancy and does not include tax. For reservations, please call 1-866-837-4250 or click to www.westin.com/keywest. (Rate Code: FLARES)

The resort officially became a Westin on July 31, 2006, and during the next two years will undergo a multi-million dollar extensive renovation to meet the upper-upscale standards of the Westin brand. In addition to the 178 guestrooms and suites of the hotel, the conversion will also include the Sunset Key Guest Cottages, 37 residential-style accommodations exclusively situated on a private island just 500 yards off-shore.

Located on the waterfront adjacent to Mallory Square and one block from fabled Duval Street, The Westin Key West Resort & Marina is one of the Conch Republic's top destination resorts. The property offers 178 deluxe guestrooms and suites, over 16,000 square feet of indoor and outdoor function space, multiple dining options, tropical outdoor pool, a 40-slip marina with a complete range of watersports, and a nightly Sunset Celebration on the Westin Pier. In addition, the property operates one of the country's largest private ports, welcoming cruise ships to the destination daily. The property has been the only full-service Key West Resort to receive the AAA *Four-Diamond* rating for the past eight years.

###

EDITORS NOTE: Photographs Available Upon Request. Press Visits for Qualified Journalists on Assignment Available August - September