



Pelican Grand Beach Resort Announces \$7 Million Guestroom Renovation

FORT LAUDERDALE, Fla., Aug. 8, 2018 /PRNewswire/ -- As one of the only true beachfront, boutique hotels in Fort Lauderdale, [Pelican Grand Beach Resort](#), part of Noble House Hotels & Resorts collection, today announces the start of its **\$7 million dollar guestroom renovation**, scheduled for **completion in December 2018**. The transformation includes the complete redesign of 145 guestrooms and 16 suites, as well as the creation of eight new luxury suites, honoring the existing property's old Floridian charm while blending sleek, fresh concepts and boho-inspired elements to provide a quaint and tranquil vacation experience.



Conceptualized by Seattle-based architecture and interior design firm, Degen & Degen, the team was tasked to lead the charge formulating a design concept representative of Fort Lauderdale's breathtaking coastline – inspired by warm sun-drenched sand, waves, sky and textures of the beach – creating a getaway where guests can truly unwind. Channeling vacation vibes, sand between the toes and relaxed luxury, the rooms will be dressed in an intentionally tonal color palate of warm creams, clean whites and soft grey tones with splashes of bright Florida chroma to accentuate the resort's best asset – the unobstructed sunrise and vast beachfront ocean views. Accessorized with coastal artwork by local artisans using a variety of materials from frame prints and canvas to driftwood and nautical rope, each room will also boast spa-inspired fixtures, freestanding soaking tubs, walk-in showers and quartz countertops.

"It was important for us to create a space portraying the traditional Pelican Grand experience our guests have come to love, while delivering the modern setting they deserve. Everything about the oceanfront experience is thought of in the eyes of the guest, from the towel rack at the entry, to easily maintained luxury vinyl flooring, to a swimsuit hamper in the bathroom," said Heidi Dennis, general manager of Pelican Grand Beach Resort. "Our rooms needed to embody the level of service we provide and through much thought and detail, we're confident we will accomplish just that. This, along with our nearly all-suite room product, are some of the many ways Pelican Grand Beach Resort is setting a new standard for a vacationer's paradise."

Adorning 500 feet of Fort Lauderdale's pristine beachfront, Pelican Grand Beach Resort couples old Florida grandeur with seaside elegance to offer a coastal-chic waterfront retreat. From watching stunning sunrises on private balconies and indulging in culinary creations at OCEAN2000 Restaurant & Lounge, to rejuvenating at the Scandinavian-inspired PURE Spa and floating down Fort Lauderdale's only lazy river, guests are engulfed by the unrivaled location of this laidback luxe resort set amongst the soothing sights and sounds of the Atlantic Ocean. From Las Olas Boulevard with boutique shopping and chic cafes, to fine art museums and breathtaking gardens, Fort Lauderdale provides high fashion, historic homes, exhilarating nightlife and miles of white-sand beaches, just steps outside the resort.

For more information on Pelican Grand Beach Resort visit www.pelicanbeach.com or call 954.568.9431.