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**VERO HOSPITALITY INDUSTRY BLOSSOMS**  
*As Citrus Town named one of the 'Great Towns of America'*

**VERO BEACH, FL (May 21st, 2007)** – Like the subtle fragrance of an orange blossom, Vero Beach is quietly emerging as one of Florida's most charming seaside destinations. Once a quiet citrus town, Vero Beach has again been named one of the nation's top 100 getaways in Joan and David Vokac's "The Great Towns of America" travel guide set for release in early 2008.

Vero's unspoiled beaches, quaint oceanfront shops, restaurants, museums and galleries, are attracting a number of leading hotel operators too.

The area's first luxury hotel, the Vero Beach Hotel & Club, a new four-story all suites hotel featuring 83 one-, two- and three-bedroom, fully furnished designer suites opened in February.

"It's no coincidence that there's been a flurry of recent hotel activity" says Peter Serena, General Manager of the Vero Beach Hotel & Club. "One of the country's best kept travel secrets is out."

Gloria Estefan's new resort hotel, the Costa D'Este, located on the former site of the Palm Court Hotel is slated for completion in 2008. One of the community's oldest hotels, The Vero Beach Inn, has been listed on the market for \$24 million and Delray Beach-based Ocean Properties Ltd, recently purchased the Holiday Inn Oceanside.

Located on Vero's famed Ocean Drive, the newly opened Vero Beach Hotel & Club offers exquisitely detailed West Indies-style, décor evoking an understated elegance with dark mahogany woods, Jerusalem stone flooring and granite countertops. Amenities include: *Heaton's Reef Bar & Grill*, private beach club, poolside cabanas, heated ocean view pool and Aquaspa, fitness center, golf privileges at a local country club, concierge, laundry, valet and business center services. Upon completion of the second phase this fall, the property will introduce a signature restaurant, *Indigo*, luxurious 5,000-square-foot spa and salon, executive boardroom and private event room.

"Vero has a lot to offer from outstanding public and private golf courses to world class museums," say Serena. Area highlights include: the Environmental Learning Center, McClarty Museum, Vero Beach Museum of Art, Pelican Island Wildlife Refuge, McKee Botanical Garden shopping at the Indian River Mall, The Outlets at Vero Beach, and Oceanside district boutiques. Other attractions include private and public golf courses and tennis facilities and water activities including kayaking, fishing, diving and much more.

Vero Beach is conveniently located approximately one hour from Palm Beach International Airport, an hour and a half from Orlando International Airport and just 40 minutes from Melbourne International Airport.

The Vero Beach Hotel & Club is a member of the prestigious Preferred Hotel Group, a global brand uniting more than 300 of the worlds finest and most distinctive independently owned luxury hotels and resorts. Special introductory rates will be offered through September 30th ranging from \$159.00 to \$729.00. Rates are subject to availability and are subject to change. Some guest amenities will be limited until completion of Phase Two. For more information please call 772-231-5666 or visit [www.verobeachhotelandclub.com](http://www.verobeachhotelandclub.com). Condominium hotel suites are available for purchase and are managed by The Hotel Company. Prices start at \$795,000. For more information please call 561-833-5500 or visit [www.verobeachhotelandclub.com](http://www.verobeachhotelandclub.com)

Vero Beach Hotel & club is owned and developed by Heaton Companies and managed by Coral Hospitality. Based in Naples, Florida, Coral Hospitality is a full service management company with a diverse portfolio of resorts, hotels, condominiums, private golf clubs, marinas, spas and community associations. Currently managing 35

properties throughout the Southeastern United States and the Caribbean, Coral operates each with a core belief in providing thoughtful service in unique surroundings. For more information, please contact Kerry Mitruska at 239.449.1800 or visit [www.coralhospitality.com](http://www.coralhospitality.com).

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