

**For more information:**

Spotlight Marketing and Public Relations

Paula Lewis

Tel: (786) 208-3348

[paula@spotlight-marketingpr.com](mailto:paula@spotlight-marketingpr.com)

Mariana Haddad

Tel: (5511) 3159-0611

[mariana@wolfpropaganda.com.br](mailto:mariana@wolfpropaganda.com.br)

## **Morgans Hotel Group Knows Family Vacations Are Worth Every Penny**

Miami, FL (April 2013) – Parents who haven't started to make their plans for their children's winter school break should really consider taking time off to travel as a family, according to a new poll conducted by Harris Interactive. Time's a wastin'... Miami is the perfect family destination to soak up the sun and have fun on its white sandy beaches.

The study done for the U.S. Travel Association found that family vacation memories last a lifetime. Most adults surveyed (62%) said their earliest memories were of family vacations taken when they were between ages 5 and 10, and they remember childhood trips more clearly than school events or birthday celebrations. "Creating memories and experiences for our guests is part of our core mission," said Alex Novo, GM of Mondrian South Beach. "We understand that parents want to create fond memories for their children like they had; family vacations not only are the best times they have together but create the most lasting memories."

Understanding that family vacations are worth the money – Morgans Hotel Group has launched its Sweet Suites special package which will give guests a \$100 hotel credit when booking a suite at one of their three South Beach properties – Mondrian, Delano and Shore Club - through August. The \$100 credit can be used to meet each guest's individual preferences, be it dining at one their delicious restaurants, a private poolside cabana for kids and parents to relax in, beach time activities, retail and more.

Most parents know that traveling with children can, at times, be a hassle. That is because any parent knows that no matter how wonderful the locale, how perfect the weather, vacationing with kids is not easy. "Morgans Hotel Group properties provide families the "home away from home" ambiance to create lasting memories to be shared for years to come along the holiday tables," said Novo.

Delano offers 23 suites, Shore Club 67 and Mondrian 111. There is every type of suite configuration for all family sizes: from junior suites with walk in closets with oversized bathrooms to suites with separate living areas including living and kitchen area.

Worth pointing out is the concept of “the more the merrier” - the survey reveals that bringing Grandma and Grandpa along on your next trip is a good idea. Kids are enthusiastic about traveling with their grandparents. Sixty percent of the children questioned reported feeling closer to their grandparents after a family vacation together. Novo said that he loves the fact that Morgans Hotel Group is able to provide the environment to strengthen family bonds while they are on vacation.

For more information on Sweet Suites or to make reservations please call your local travel agent, or 00 XX 1 800 4969 1770 or visit [MORGANSHOTELGROUP.COM/SUITESOUTHBEACH](http://MORGANSHOTELGROUP.COM/SUITESOUTHBEACH).

### **SOBRE MORGANS HOTEL GROUP**

Morgans Hotel Group Co. (NASDAQ: MHGC) é amplamente reconhecido como o criador do primeiro hotel "boutique" e continua sendo líder do setor. O Morgans Hotel Group opera o Delano em South Beach e Marraqueche, Mondrian em Los Angeles, South Beach e Nova York, Hudson em Nova York, Morgans e Royalton em Nova York, Shore Club em South Beach, Clift em San Francisco, Ames em Boston, Sanderson e St Martins Lane em Londres. O Morgans Hotel Group tem participação como sócio e também é proprietário de vários desses hotéis. Morgans Hotel Group tem operações de outros bens em vários estágios de finalização, incluindo propriedades do Delano em Las Vegas, Nevada; Cesme, Turquia e Moscou, Rússia; as propriedades do Mondrian em Londres, Inglaterra; Istambul, Turquia; Doha, Qatar e Nassau, Bahamas; e Hudson em Londres, Inglaterra. O Morgans Hotel Group também possui uma participação de 90% no The Light Group, companhia líder de alimentos e bebidas. Para mais informações, visite [www.morganshotelgroup.com](http://www.morganshotelgroup.com).