

# P R E S S   R E L E A S E

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The Southernmost Hotel Collection wins 2011 Key West Property of the Year.

The Key West Lodging Property of the year award recognizes a Key West property that has done a particularly outstanding job during the past year. The recipient should demonstrate the highest standards of visitor service and lodging industry operations. The recipient is a property that has made special efforts to be a good corporate citizen through the support of community programs and activities and whose overall efforts should be such that they invite emulation.

“We are more than honored to accept such a prestigious award from the Florida Keys Lodging Association,” General Manager Matthew Babich says with a smile. “Not only has our property continued to improve over the years with many renovations, our staff has also upholds our standards with excellent customer service making our hotel a favorite for guests to come back to time and again.”

“Not only does our excellent customer service keep guests coming back, we are also a favorite to many Key West visitors because of the complimentary amenities we offer. They include complimentary WIFI, parking, beach towels, and beach chairs,” states Carrie Babich, Director of Sales and Marketing. “We also feature many activities on property for our guests to partake in for free – which include coffee school, beer & wine school, snorkel & paddleboard school, water aerobics, numerous games, trivia, and much more. With the variety of amenities our properties feature, many of our guests don’t have to leave or spend extra on resort fees!”

“This collection of properties showcases the superior quality and customer service that is Key West’s lodging future and, without question, provides a perfect type of accommodation for every type of guest that visits Key West with one stop shopping,” stated Jodi Weinhofer, President of the Lodging Association during the awards dinner.

The Southernmost Hotel Collection includes 4 [Key West Hotels](#), 265 rooms, offering a unique inclusive resort experience: Southernmost on the Beach, La Mer Hotel & Dewey House and Southernmost Hotel in the USA. The properties feature amenities such as a spa, 3 pools, 2 pool bars, a restaurant at the Southernmost Beach Café, and fitness center. Ocean views, beachfront access, and being located in historic downtown Key West makes this a premiere destination for large groups, destination weddings, couples vacations, family reunions, and weekend getaways. All properties have also received the esteemed “One Palm Designation” by the Green Lodging Association of Florida. For more information about Southernmost Hotel Collection, please visit: [www.southernmostresorts.com](http://www.southernmostresorts.com)