

**For Immediate Release:**

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**Cheeca Lodge, “Queen of the Florida Keys” Celebrates Its Reopening Dec. 15th  
With Special Introductory Rates this Winter**

*Book by Nov. 30th and Save Up to \$270/Night from January 1st through April 30th at Cheeca Lodge & Spa*

**Islamorada, Florida Keys (November 9, 2009)** - The "Queen of the Florida Keys", Cheeca Lodge & Spa, an exclusive hideaway for generations of celebrities, business leaders and U.S. Presidents, is offering guests special introductory rates of up to 30% off to celebrate its reopening this winter.

Set on 27 private oceanfront acres in Islamorada, Cheeca – reopening Dec. 15 - is being constructed with its original porte-cochere entrance, traditional Florida Keys architecture, chic West Indies décor, and spirited tradition of “barefoot elegance” -- a term coined at Cheeca – all intact.

Thirty percent savings are on the new Premier Suites, among the largest guest rooms in the Florida Keys at 840 square feet, which include 24 foot wide balconies, floor-to-ceiling glass walls opening to panoramic ocean or island views, open-air round spa tubs for two with dramatic overhead tub fillers and marble and glass rain showers.

The re-opening promotion is available for guests who book by November 30, 2009 to travel from January 1 through April 30, 2010. With rates starting at \$449 per night, the 30% discount on Premier Suites is available Sunday through Thursday. Friday and Saturday, nightly rates start at \$479 for the Premier Suites, a 20% savings. A 15% (Sun.-Thurs.) and 10% (Fri. & Sat.) discount is also available when staying in any of Cheeca’s other 150 beautifully appointed guestrooms, suites and bungalows - rates start at \$211 per night. For reservations, please call 1.800.327.2888 or book online at [www.cheeca.com](http://www.cheeca.com).



Along with a new Lobby Bar, Cheeca will boast two distinctive restaurants - Nikai Sushi Bar offering the Florida Keys’ freshest sushi, Asian-inspired fare and a unique selection of Japanese sake and wine, and Atlantic’s Edge with a seasonal fine-dining menu of fresh local seafood, prime steaks and organic local produce.

The new Cheeca Lodge & Spa will also feature 2,400 square-feet of new retail shops with a Cheeca Signature store featuring Tommy Bahama products. An expanded roster of activities will include on-property flats boats with seasoned local guides for backcountry fishing, sightseeing, eco-tours, kiteboarding, and a junior angler program for teens.

The resort’s signature features – classic 525’ wooden fishing pier, tropical gardens, crossing palms archway, saltwater snorkeling lagoon, nature trails, Tahitian-style Spa Lagoon, spectacular purple sunsets, secluded white sand beaches, Jack Nicklaus-designed golf course, Camp Cheeca children’s environmental activity program, and access to world-class sportfishing – will remain intact.

Located just 90 minutes south of Miami International Airport in the Florida Keys, Cheeca Lodge & Spa is just a few hours by air or drive from major East Coast U.S. and Canadian cities.

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