



ORLANDO'S MOST DISTINGUISHED CONDO HOTEL

OVERVIEW

Following the success of Planet Hollywood International's first resort, located at the center of the famed Las Vegas Strip, ph Hotels is expanding its brand and opening the most innovative condominium hotel ever to take shape on the Orlando skyline, ph Premiere Hotel & Spa Orlando.

Orlando has eclipsed New York as the most popular tourist destination in America, with over 60 million visitors last year. Soon every visitor will enjoy the possibility of an encounter with true luxury in one of 436 lavish suites, all of which are available for individual ownership. Combining the sophistication of Manhattan, the passion of South Beach and the rush of Las Vegas, ph Premiere will deliver an environment ideally suited to adults as well as families, with elevated services and superlative amenities for discerning travelers.

LOCATION

Located in the heart of Orlando's desirable Lake Buena Vista district, ph Premiere is no more than 10 or 15 minutes from the city's most famous theme parks and attractions, while Downtown and the airport are just 20 minutes away.

PROPERTY ADDRESS

13757 South Apopka Vineland Road, Orlando, FL 32821

LESS THAN 10-MINUTE DRIVE TO:

- Epcot
- Walt Disney's Hollywood Studios
- Walt Disney's Typhoon Lagoon
- Orlando Vineland Premium Outlets
- SeaWorld
- Downtown Disney

15-MINUTE DRIVE TO:

- Walt Disney's Magic Kingdom
- Universal Studios
- The Mall at Millenia
- Florida Mall

20-MINUTE DRIVE TO:

- Downtown Orlando
- Orlando International Airport
- Amway Center

PROPERTY FEATURES & AMENITIES

- Set on over 14 acres overlooking a picturesque, 400-acre spring-fed lake
- Water sports and activity center
- Fitness and nature trails
- Immense, sandy beach pool deck with cabanas
- Spectacular panoramic rooftop pool with cabanas, bar and restaurant
- Four distinct fine-dining options
- Retail boutique
- State-of-the-art fitness center
- Full-service signature spa
- Full-service concierge
- Valet parking
- Daily housekeeping, laundry, and turndown service
- Business center
- Currency exchange
- 20,000 square feet of meeting and events space
- Facility-wide, complimentary Wi-Fi

FAMILY INDULGENCES

- In-room childcare
- Kids' camp with entertainment counselors
- Childcare specialists available to accompany families to parks, shopping and events
- Water sports and activities center
- Children's splash zone

OWNER'S VIP PRIVILEGES

Additional services and luxuries offered exclusively to owners when staying at ph Premiere.

COMPLIMENTARY SERVICES:

- Airport pick-up and drop-off
- Valet parking
- Currency exchange

DISCOUNTS AND PRIORITY SERVICE ON THE FOLLOWING:

- ph Premiere bars, restaurants, pool cabanas and spa treatments
- Tickets to local attractions, entertainment, and sporting events
- Laundry and dry cleaning
- Luxury rental vehicles (*complimentary for penthouse owners*)

SUITE FEATURES

All suites are sold fully furnished with the following features:

- 436 studio, one-, and two-bedroom suites
- Three- and four-bedroom penthouse floor plans
- Nine-foot ceilings in suites
- Soaring eleven-foot ceilings in penthouses
- Dramatic balconies with glass and aluminum railings
- LED lighting system
- Advanced, centralized climate control with energy-efficient windows
- Floor-to-ceiling sliding doors in living room and bedrooms
- European-style kitchen cabinetry and appliances including induction cooktops and in-wall electric oven and microwave
- Hollywood memorabilia display
- Espresso machine
- Premium mini bar
- Upgraded appliance package in penthouses
- Fully furnished with custom upholstered seating
- Built-in wood room cabinetry and shelving
- Custom convertible dining table for work area or gaming
- Luxury linens and bedding
- Oversized, frameless glass showers
- Dual stone sink and designer bathroom accessories
- Modern finishes and accents
- Pet-friendly accommodations

DEVELOPMENT TEAM

HOTEL FLAG

ph Premiere™ Hotel & Spa Orlando

As the essence of all things entertainment, the Planet Hollywood® Hotels brand has revolutionized the luxury hotel market with unique accommodations for the glamorous lifestyle.

“Fame” has its own energy and power, but it’s a phenomenon that takes two. It requires the celebrated and the audience. The fan base is every bit as important as the celebrities themselves. It is for both these groups that we’ve built this hotel. Fame now draws crowds as much as shows, spectacles or even dining. People hear and read about how their favorite personalities from the worlds of film, sports, music, fine arts, politics and pop are enjoying themselves right along with everyone else; and it makes people everywhere want to come to the party. Planet Hollywood gets it like no other place. And so do all who work here. When guests come through our front doors, no matter which side of the velvet rope they stand on, they’ll know they’re in The House That Fame Built™. We are fueling the engine of contemporary culture. Let there be amazed faces everywhere we look. Let there be thrilled travelers from all over the world in the front of our house. And let us keep it all running strong. We are Planet Hollywood®, and we say, “Let there be fame™!”

HOTEL MANAGEMENT

Hampshire Hotels Management (New York)

A leader in managed properties worldwide, Hampshire Hotels Management, LLC operates a diverse portfolio of hotels across the United States and abroad through third-party contracts and its expanding Début Hotel Group portfolio. Founded in 1986 by Sant Singh Chatwal and led by President and CEO Eric Danziger, the New York-based company oversees the development and expansion of Hampshire’s proprietary lifestyle brands that include Augustus, Dream, Time, Unscripted, Night and the Chatwal New York, as well as other trusted brands from top global hospitality players.

DEVELOPER

Azzurra Development, LLC (New York, Orlando)

Azzurra Development, LLC, is the developer of ph Premiere and a number of other luxury hotels and resorts around the world. Led by founder and CEO Lorenzo Fragala, Azzurra’s development team has more than a century of combined experience creating successful commercial and residential developments of the highest quality design and construction. Mr. Fragala relies on his keen intuition and insight honed over decades of living and working around the globe to identify strong real estate markets and unique development opportunities. Azzurra maintains offices in New York, Miami and Orlando.

DEVELOPMENT TEAM

EXCLUSIVE REAL ESTATE SALES

Fortune Development Sales (Miami, Orlando)

Founded by Edgardo Defortuna, Fortune International Group has raised the bar in high-end real estate throughout South Florida since 1983. In its brokerage division, Fortune boasts more than 1000 realtors and 14 offices from Key Biscayne to Weston to Orlando, and numerous international affiliates. In addition, Fortune Development Sales is the premier exclusive, on-site sales representative for third-party development projects in South Florida, having represented some of the region's most successful projects with thousands of sales to date. The name Fortune is synonymous with excellence and an unwavering commitment to quality and customer service in the world of luxury real estate.

ARCHITECT

Arquitectonica (Miami)

Based in Miami with offices around the globe, Arquitectonica is a major presence on the world architectural stage. Founded in 1977 by Bernardo Fort-Brescia and Laurinda Spear, the firm has designed projects in 54 countries on five continents, including Miami's American Airlines Arena, New York's Westin Times Square, Microsoft's Europe Headquarters in Paris and the Mandarin Oriental Hotel in Shanghai. Arquitectonica has received hundreds of design awards, including the AIA Test of Time Award, and its groundbreaking work has been the subject of exhibitions at numerous museums and institutions.

INTERIOR DESIGN

Meyer Davis Studio Inc. (New York)

Meyer Davis Studio Inc., founded in 1999 by Will Meyer and Gray Davis, is a globally recognized New York-based boutique design firm specializing in residential, hospitality, retail and workplace environments. The firm has completed more than 150 projects to date in the United States and abroad. Their innovative work can be seen in South Florida at 1 Hotel and Homes South Beach and Auberge Beach Residences and Spa in Fort Lauderdale. The firm has also designed a number of New York hotel and restaurant projects such as The Nolitan, Paramount, The Wayfarer and Regency Bar & Grill.



LUXURY CONDOMINIUM HOTEL SUITES STARTING AT \$290,000

www.phPremiereCondoHotel.com


13757 South Apopka Vineland Road, Orlando, FL 32821

Developed by:



Exclusives Sales
& Marketing by:

FORTUNE
DEVELOPMENT
— SALES —

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