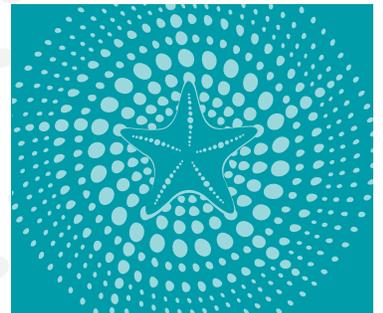


PLAYA LARGO  
RESORT & SPA



KEY LARGO



AUTOGRAPH  
COLLECTION™

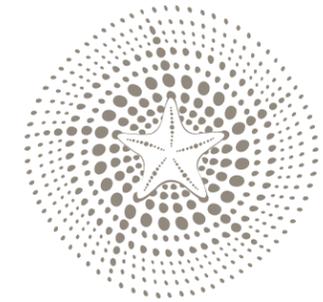
K E Y L A R G O

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PLAYA LARGO  
RESORT & SPA

...

AUTOGRAPH  
COLLECTION™



PRIMEHOSPITALITYGROUP



B E G I N   T H E   A D V E N T U R E

**K**ey Largo beckons the soul and senses to an addictively hypnotic and exhilarating landscape as the first and finest key of the Florida archipelago.

*Discover the destination that begins a journey of adventurous days and luxurious, fire-lit nights; where sea and sky embrace on the tropical shores of Playa Largo.*

Only now can this pristine stretch of 15 beachfront acres be offered to the romantic, the adventurous and the connoisseur of fine luxuries. A secret beach known as the "Pearl of the Florida Keys," for its crystal clear water and soaring tropical canopies stretches from the historic past to capture the imagination and passion of a new generation.

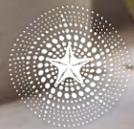
Discover the true magic of the Florida archipelago where beautiful reefs and waters flow in endless rhythm; where smooth, weathered tradition intertwines with colorful, new celebration; where turquoise vistas wrapped in a million shades of the sun rise for a long day of play and then linger for one last, spectacular view before setting.

**RESORT FEATURES**

- 15 Secluded, Beachfront Acres on Historic Key Largo
- 144 Luxury Rooms and Suites, 10 Private Bungalows and a Beach House for Private or Corporate Functions
- Expansive Waterfront featuring Resort Pool, Spa Pool, Fire Pits, Tiki Food and Beverage Bars and Watersport Programs and Rentals
- Private Marina with Boat Ramp and Marina Grill Bar and Restaurant
- Sunset Restaurant and Bar and Beachfront Tiki Bar
- Full Service Spa, Salon and Fitness Facilities
- 6,000 SF Ballroom with Private Courtyard
- Wedding, Banquet and Conference Facilities
- Formal Lawn for Banquets and Weddings
- Kids Activity and Nature Learning Center
- Private Member's Club with Lounge, Locker Room and Private Lawn
- Watersports Facilities and Services
- Basketball, Sport and Tennis Courts
- Business and Work Productivity Center
- Marriott Reservation System and Rewards Program



*Enjoy an oasis of luxury; of nature preserved and tended beside an ocean of glittering light.*



Few places on earth are so filled with such beauty borne of sun and glittering miles of crystal clear waters, tropical beaches, hidden coves and palm shaded keys. It's everything tropical, beautiful, restful and relaxing just minutes from the US mainland via US Highway 1.

## THE PEARL OF THE FLORIDA KEYS

### *The Florida Archipelago*

The largest island in the upper Florida archipelago, Key Largo is accessible by land or sea, and is only a short drive from the Miami/Dade, Broward and Palm Beach tri-county area. Stretching for approximately 30 miles, just off the US mainland, the island also known as "the Rock" is a quick drive from Florida City, Homestead and Miami. Across Florida Bay, immediately north of Key Largo is Everglades National Park and Biscayne Bay, while a short jog to the east is internationally renowned John Pennekamp Coral Reef State Park. Immediately to the south lies Islamorada, Marathon and the lower Florida Keys bordered by Florida Bay to the north and the Atlantic Ocean to the south.

### *A History of Adventure*

As one of the oldest named places on early North American maps, Key Largo's history of adventurous travelers stretches back to sixteenth century explorers, treasure hunters and pirates! It has long been a destination for those with an extraordinary thirst for life and untamed adventure. Not long after the New World was discovered, adventurer Ponce de Leòn sighted the Florida Keys in 1513 and the Spanish explorers soon named the island Cayo Largo (Long rock shoal), then Calo dos Doces Leugnes (Key of 12 leagues) and then in the last century, Rock Harbor.

Discovered earlier than the rest of eastern North America, there is little record that anyone came ashore from ship except for marauding pirates, explorers and exiles seeking the island's "salt life" and perfect hideouts. Eventually, the pirates were chased away by the newly formed U.S. Navy Pirate Fleet established on the Key in 1822 and the roots of today's island life began to flourish.

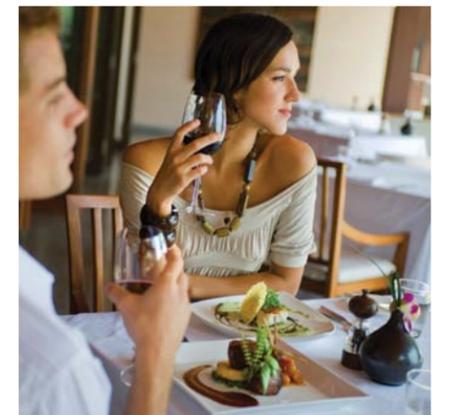
### *Connoisseurs of Fine Luxuries*

Although mostly undeveloped, the early days of Key Largo drew entrepreneurs and settlers that turned sun drenched stretches into productive providers of new and exotic goods and luxuries. Early landowners planted groves of Key limes, tamarind and breadfruit in the north while pineapple farms, sponge harvests and cigar factories flourished to the south making Key West a city of wealth and the Florida Keys providers of fine luxuries to the early connoisseur.

### *A Romantic's Paradise*

In 1912, Henry Flagler's Florida East Coast Railway connected the long isolated Key Largo to the Florida mainland and marked the beginning of the island's modern history as a romantic destination of lovers, artists and poets, dreamers and new adventurers. Then in 1938, the rail route was rebuilt as a highway which opened the tropical paradise to the mainland automobile and a new generation of adventurers and weekend escapes into paradise.

By 1948, the island was ready for national fame as the setting for the classic film "Key Largo" starring Humphrey Bogart, Lauren Bacall and Edward G. Robinson. Although filmed entirely on a Hollywood soundstage, filming of the background and establishing shots were made on the Key and soon after, the island's Rock Harbor post office changed it's name to Key Largo after the film's success and locals and celebrity guests had their requested "Key Largo" address.



*Enjoy a treasure of nature preserved and tended with luxuries custom crafted beside an ocean of glittering light.*

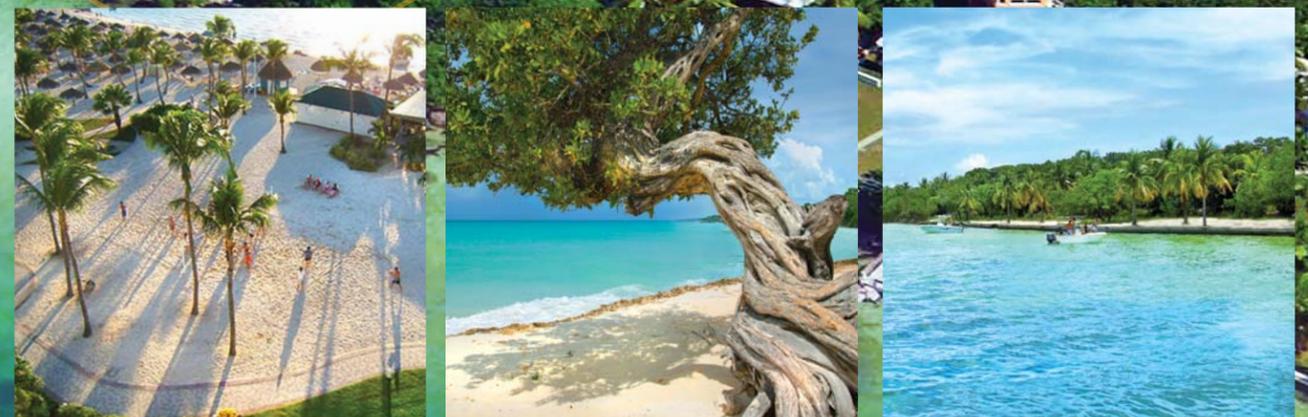
# AUTOGRAPH COLLECTION™

KEY LARGO, FLORIDA

As one of the newest additions to the Autograph Collection, this location has been chosen for its idyllic setting of 14.5 acres on 800 feet of natural beach in historic Key Largo, Florida. It is a setting of tropical beauty and sand beaches that have captured the attention and imagination of the world.

The Autograph Collection is a Marriott affiliated company and evolving portfolio of strikingly independent, unique, luxury hotels in some of the world most interesting and beautiful locations. From iconic to historic, downtown to nature retreats, each hotel is selected and identified for its unique location, history and comforting, luxury features.

Fully integrated into the Autograph Collection's international marketing and branding programs, this new premium luxury brand also has the distinct advantage of Marriott's world-wide reservation and reward points system granting it access to one of the world's largest reservation and rewards system.



*"The Pearl of the Florida Keys" truly fits this natural stretch of crystal clear shallows, white sand beaches and turquoise seas.*



MARATHON



Key Largo's proximity to south Florida's booming tri-county economy of Miami/Dade, Broward and Palm Beach counties makes it the perfect destination for a weekend drive or week-long visit. The hour drive from Miami and up to 3 hour drive from Palm Beach facilitate Key Largo's image as an easily attainable "exotic" locale for south Florida residents.

P E R F E C T   A N Y   T I M E   O F   Y E A R

*A Year-Round Destination*

Today, tourism is Key Largo's prime economic driver with the sea as the focus of most every attraction. With thousands of visitors each season seeking clear, warm waters, exotic wildlife and colorful reefs, Key Largo earns the title as "The Sport Diving Capital of the World" and Playa Largo as "The Pearl of the Florida Keys."

Key Largo is also home to John Pennekamp Coral Reef State Park, the world's first underwater park as well as other world famous dive sites, year-round fishing, snorkeling, swimming, sunning and boating. Newer attractions to the area include the Key Largo National Marine Sanctuary which offers a renewed commitment to the preservation and longevity of the Key's diverse ecosystems.

Tourist season spans the year with September through April experiencing the largest influx of visitors with room rentals at a premium as guests from around the world arrive for warm relief from cold winter climates. At the end of the winter season and departure of the "snow birds," families arrive in droves for annual summer vacations and continue to inhabit the island throughout August when kids head back to school.

*Locals Drive Key Largo*

Supplementing the annual influx of winter tourists is a large demand from family vacationers, local boaters, sport

fishers, divers and weekend adventurers whose numbers significantly rival the peak seasons to create a busy, year-round demand.

With such a close proximity to south Florida's populous tri-county area Key Largo is a preferred destination for family vacations and weekend getaways with demand from the local markets continuing to grow as vacationers seek and discover the "close to home" excitement of Key Largo.

*Corporate and Social Group Destination*

The Florida Keys and Key Largo specifically have always been a prime destination for corporate and group meetings and retreats. In fact, demand for corporate entertainment, team activities and corporate retreats have increased, prompting many of the area's larger accommodations to add meeting space to keep up with strong group demand.

*The Wedding Capitol*

The romanticism and stress-free Key's life have made the Keys a wedding and honeymoon destination. With a large number of wedding planners, picturesque landscapes and unique photo opportunities it's no wonder "Love" is always in season on Key Largo. Annual estimates reveal a lucrative wedding industry with over 2,149 weddings generating an estimated \$56 million\* each year.

*\*The Wedding Report - Monroe County Florida 2012 Statistics Summary - The Florida Keys*



*Painted birds, reefs, schools of fish and stunning sunsets reflected in unforgettable landscapes above and below the water.*

A U T O G R A P H   C O L L E C T I O N

P L A Y A   L A R G O



*Demand Generators*

Popular tourist attractions and demand generators for local hotels include:

- Scuba diving and snorkeling: Visitors flock to John Pennekamp park on the shores of Key Largo to view numerous diving sites including the famed *Christ of the Deep* statue, which resides north of the newest diving attraction, the 510-foot USS Spiegel Grove artificial reef and a technicolor explosion of tropical fish and coral gardens.
- Fishing: Few activities compare to the lifestyle industry of fishing. Snapper, Grouper, Amberjack and Tarpon are sought after and in abundance off the shores of Key Largo as well as the area's gray ghost – the elusive bonefish – which is found in the area's shallow waters.
- Watersports: Year-round sun and warm temperatures drive an extensive variety of watersports for adrenaline enthusiast and nature lovers alike. Sailing, yachting, parasailing, kayaking, canoeing, skiing, jet skiing and swimming dominate the Key's life. New demand generators include ecotourist and eco-tours which showcase manatees, brilliant roseate spoonbills, pods of playful dolphins, reefs, bird, flora and more.
- Land Lovers: For land-based enchantment, nature trails, and secluded coves dot the landscape and offer a glimpse into South Florida's diverse ecosystems. Also sought after are the Keys unique dining and shopping venues which feature rare bohemian treasures, arts, crafts, fresh seafood and the Key's famous key lime pie.

*Excitement and Events in the Florida Keys*

Public and private events draw huge crowds to Key Largo with thousands of participants visiting each year. From motorcycles and marine life, arts and athletics, food and film, sailing, swimming and symphonies, large scale or private annual pilgrimages, festivals and celebrations, Key Largo enjoys enormous popularity as a primary event destination.

Starting the year with Race Week and continuing throughout with annual parades, lobster seasons, food and wine festivals and the Key Largo Regatta, every month is filled with activities and celebrations heartily endorsed and attended by local, national and international guests.

- Key West Race Week – January
- Annual Gigantic Nautical Flea Market – February
- St. Patrick's Day Parade – March
- Bay Jam Music Festival, Key Largo Conch Republic Days and Upper Keys Relay for Life – April
- Key Largo's Original Music Festival – May
- Annual Ladies Dolphin Tournament – June
- Lobster Mini Season, Key Largo Fourth of July Parade and Fireworks – July
- Key Largo Food & Wine Festival – July/August
- Humphrey Bogart Festival – August
- Fantasy Fest – October
- Numerous private, semi-public and organizational annual events and celebrations.

*\*Dates may vary*



*Key Largo's diverse social, cultural and ecological treasures offer something for every adventurer, romantic or connoisseur.*



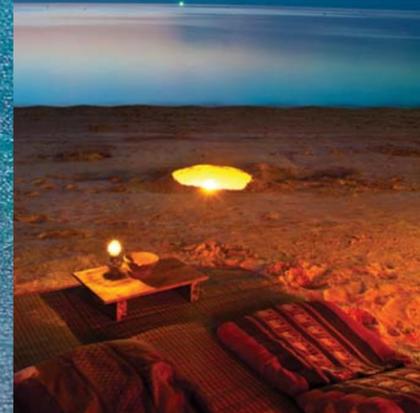
Key Largo, located in the upper Florida Keys archipelago between the US mainland and Tavernier Key is 33 miles long, making it the largest of the Keys. It is also the northernmost of the Keys connected by US Highway 1 / Overseas Highway and home to world famous fishing, snorkeling, diving and boating.



*Artist's rendering of Playa Largo's rich vegetation and entry via Overseas Highway in this north aerial view.*



*Winding, white sand beaches and crystal clear shallows in this artist's rendering of Playa Largo south aerial view.*



*Sun drenched days and fire lit nights flow in an endless rhythm reflected in exotic venues of sand, sea and sky.*

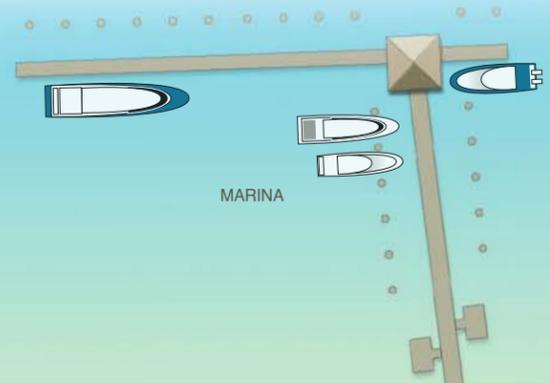


The Roggeveen chart of 1675 referred to it as "Caio dos Doces Leagnes (Key of 12 leagues)." The 1733 Spanish chart made during the effort to recover the treasure of the New Spain armada after its sinking off of the Upper Keys referred to Key Largo as "Cayo Largo." Another chart made in 1760 by J. Proctor also named it "Cayo Largo." The William De Brahm chart of 1772 shows it as "Peninsular Larga."

F L O R I D A B A Y



Playa Largo is situated directly on Florida Bay's clear turquoise water, white sand beaches and crystal clear shallows. It's everything famous about the Florida Keys lifestyle with luxury amenities for every adventurer, romantic or connoisseur.



PHASE I

- Main Building
  - Lobby
  - Restaurant
  - Fitness Center
  - Kids Activity Learning Center
  - Conference Center
  - 14 Guest Rooms
  - 7 King Rooms
  - 7 Double Queen Rooms
- Ballroom
  - 5,012 SF Ballroom
  - 1,130 SF Prefunction Reception

- Building A
  - 52 Guest Rooms
  - 1 Presidential Suite
  - 10 Inline Suites
  - 23 King Rooms
  - 28 Double Queen Rooms

- Building B
  - 51 Guest Rooms
  - 12 Inline Suites
  - 20 King Rooms
  - 18 Double Queen Rooms

- Building C
  - 23 Guest Rooms
  - 11 King Rooms
  - 12 Double Queen Rooms

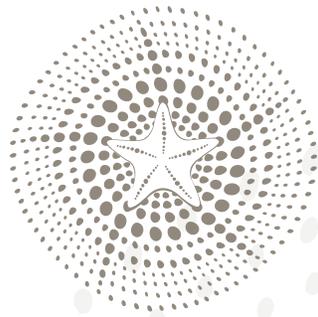
- 10 Bungalows
- 1 Beach House
- Marina Bar and Grill
- Members Beach Lounge
- Resort Pool
- Event Lawn
- Marina

- PHASE II
  - 23 Guest Rooms
  - 14 Double Queen Rooms
  - 9 King Rooms





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