

## THE SETAI

MIAMI BEACH

### **THE SETAI, MIAMI BEACH ENCOURAGES GUESTS TO PLUG IN!** *New Eco-Friendly Services and Amenities Launch at Award-Winning Luxury Hotel*

**MIAMI BEACH, Fla. (December XX, 2014)** – Not their smartphones, laptops or iPads! Beginning today, guests of The Setai, Miami Beach, an Eco-certified Luxury Hotel (LECS) by Sustainable Travel International (SIT), can now charge their electric cars on property. With one million electric vehicles expected to take to the street in the US by 2015, and seeing a growing demand for this service, The Setai, Miami Beach has installed Leviton charging stations located in its private garage, catering to electric cars of all models.

“Each time a guest visits or stays with us, it is our mission to accommodate their every need. Their experience with us begins the moment they pull into our driveway and as we continue to refine our programs, amenities and service offerings, items like adding electric car charging stations enables our guests to have a hassle free visit.” said Guenter H. Richter, C.H.A., vice president and managing director of The Setai, Miami Beach. “And, as a team that genuinely cares about environmental and social issues, we continue to invest in enhancements that keep our hotel as green as possible. We have always been early adaptors to environmental guidelines and standards put forward and we know our guests appreciate that as well.”

#### **Time to Unplug at The Setai, Miami Beach!**

As guests enjoy the tranquil oasis that The Setai, Miami Beach provides, there are many eco-friendly services and amenities, beyond the new electric car charging stations, including:

- **The Solar Powered Mobile Facility:** First of its kind and now in operation for more than 25 years, The Setai’s beach trailers that provide guests with food concessions are powered by roof top solar panels. The eco-friendly nature of the system and zero carbon footprint serves hotel guests and the environment well.
- **The Newly Renovated Pools:** While guests enjoy a choice of three infinity azure pools kept at varying temperatures year-round, they may not realize that the tiles are made from 99 percent recycled glass.. Manufactured in Spain, the tiles are made from food and beverage industry bottles once used for containing wine, juice, fruits and vegetables.
- **Eating Well:** While guests may look to splurge while vacationing with us at our fine dining options, Executive Chef Mathias Gervais and his team of culinary artists purchase USDA Certified organic, Fair Trade and locally produced food and beverages to ensure the cuisine not only pleases palates but is as healthy and fresh for guests as possible.

#### **Behind the Scenes**

The Luxury Eco Certification Standard (LECS) offered by Sustainable Travel International (SIT) is the world’s only voluntary, global sustainable tourism certification program offered by a nonprofit organization that is specific to the luxury accommodation sector. The Setai, Miami Beach which received its certification 2010 has implemented a number of unique eco-friendly programs on property to continue its commitment to the environment and global community. From tracking energy and using

green seal certified cleaning products to recycling and using ENERGY STAR equipment whenever possible, a few interesting items include:

- **The Setai Service:** The hotel conducts staff training on understanding and implementing green practices on property to ensure the hotel team knows the benefits for the environmental-friendly programs in place.
- **Equipment:** Being mindful of water and electricity consumption on property, efficiency measures have been put in place in all commodes, from heat pumps and Lutron lighting systems to cool white roofing and low flow faucets and showerheads.
- **Recycling:** Going beyond using products that have been made from recycled materials like pool tiles and paper towels, The Setai, Miami Beach works with Hauler to sort and recycle materials used on property. This includes glass, paper, cardboard, plastic and metals.

For more information or to make reservations at The Setai, Miami Beach, visit [website](#).

###

**About The Setai, Miami Beach:** Ranked as “The Best Hotel in Miami” by Condé Nast Traveler magazine’s 2013 “Readers’ Choice Awards,” The Setai, Miami Beach is an integral part of Miami’s social, cultural and architectural Art Deco heritage. The 124-room Asian-inspired hotel re-emerged in November 2013 from multi-million dollar revitalization to its iconic pools, pool deck and other select areas of its complex. Embracing the serene Far East cultural style, The Setai features a refreshing balance between the sizzling South Beach scene and a tranquil tropical hideout. Offering the finest personal service for its discerning guests, three newly renovated sparkling pools, new dining experiences, and a dedicated concierge team, The Setai leaves no request unfulfilled, hence its popularity among the international jet-setting and A-list crowds. For more information, visit [thesetaihotel.com](http://thesetaihotel.com). FB: /thesetai. Twitter: @TheSetai.

**About Trevi Luxury Hospitality Group:** Headquartered in Dallas, Texas, Trevi Luxury Hospitality Group is an organization dedicated to creating world-renowned hotels and resorts. Having assembled a team of the industry’s most noted and experienced luxury hotel executives; Trevi offers an unparalleled capacity for developing, planning, operating, managing and marketing the finest independent hotels and resorts worldwide. Trevi is the vision of respected international hotelier Atef Mankarios who serves as CEO. Trevi provides comprehensive services to select independent luxury hotels and resorts around the world.