

FORT LAUDERDALE BEACH

MIAMI HOTELS

The Plunge Beach Hotel debuts in March

Lauderdale-by-the-Sea's new hotel is aimed at millennials

BY JOSH BAUMGARD | JAN 17, 2017, 9:53AM EST



A room at the Beach Building of the Plunge Beach Hotel | Courtesy of the Plunge Beach Hotel

Coming this March to Lauderdale-by-the-Sea is the new 163-room **Plunge Beach Hotel**, which will open on the beachfront site of the former Florida Beach Hotel at 4660 El Mar Drive.

Offering direct beach access and comprised of three buildings (Island, Beach, and Bungalow) of guest rooms, the hotel is targeting millennials and young families, per the release.



Amenities include a 24-hour fitness center, pool with ocean views, and free WiFi while offering several food and beverage concepts like the Backflip Beach Bar, which will live on the sand, Octopus Lobby Gastropub, and a coffee shop.



An Island Building room



A Bungalow Building room