



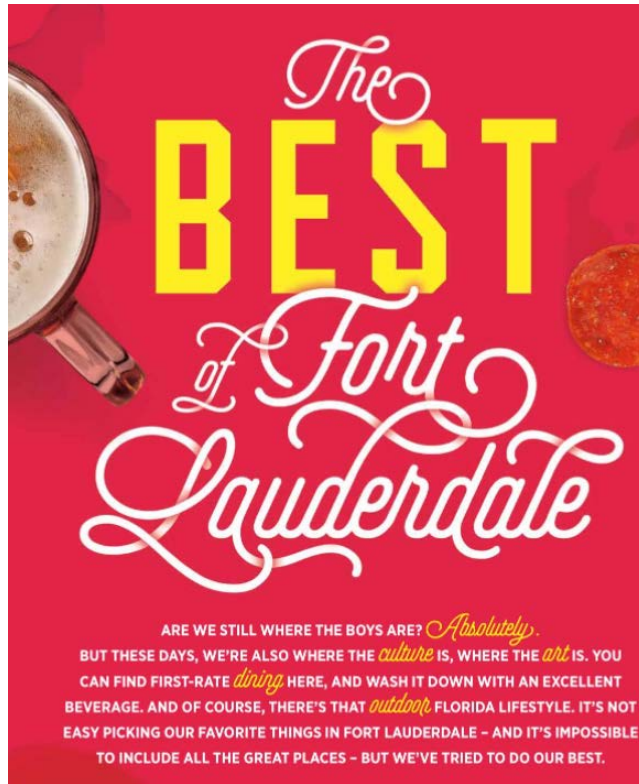
BEST REINVENTION

PLUNGE BEACH HOTEL

The old Lauderdale-By-The-Sea Howard Johnson's was one of those places that locals loved in spite of itself - a relic that was past a prime that nobody could quite remember. Then it changed hands a bit before shutting completely.

Well, now the hotel's several buildings, along with a couple neighboring properties, have been brought back as the Plunge Hotel, an establishment that features several eating and drinking establishments.

The old HoJos beach bar has been remodeled entirely and renamed the Backflip Beach Bar, but the toes-in-the-sand, drink-in-your-hand vibe remains. Across the street in the main building, the Bean & Barnacle coffee shop and market and the Octopus gastropub serve up tasty fare in artsy, modern surroundings. With cool art on the walls (oh, and for more of that, check out the rooms) and an aesthetic that can almost be described as seaside industrial, the place feels more Wynwood or Portland than Lauderdale-By-The-Sea. Then you step out into that sand and think, nope, I'm here.



The BEST of Fort Lauderdale

ARE WE STILL WHERE THE BOYS ARE? *Absolutely.*
 BUT THESE DAYS, WE'RE ALSO WHERE THE *culture* IS, WHERE THE *art* IS. YOU CAN FIND FIRST-RATE *dining* HERE, AND WASH IT DOWN WITH AN EXCELLENT BEVERAGE. AND OF COURSE, THERE'S THAT *outdoor* FLORIDA LIFESTYLE. IT'S NOT EASY PICKING OUR FAVORITE THINGS IN FORT LAUDERDALE - AND IT'S IMPOSSIBLE TO INCLUDE ALL THE GREAT PLACES - BUT WE'VE TRIED TO DO OUR BEST.



The BEST of Fort Lauderdale

Dining & Nightlife