

Hyatt Centric hotel opens at base of Florida's tallest tower (Photos) (Video)

May 25, 2018, 6:39am EDT Updated: May 25, 2018, 12:58pm EDT

The Hyatt Centric Brickell Miami hotel is open for business, launching in the first portion of Panorama Tower – the tallest building in Florida.

The hotel, part of the Hyatt Hotels Corp. (NYSE: H) brand, encompasses the first 19 floors of the 83-story tower. All of the 208 rooms are on the side of the building facing Biscayne Bay, at 1102 Brickell Bay Drive.

General manager Ricardo Mendes said 70 percent of the rooms have bay views.



JOCKE FISTICK / SOUTH FLORIDA BUSINESS JOURNAL

See the gallery for photos of the new Hyatt Centric Brickell Miami.

The hotel is a joint venture between Miami-based Aztec Group and North Carolina-based Concord Hospitality, which operates the hotel. The rooms range from 411 to 570 square feet, with all featuring balconies, smart TVs, art of Cuba, Drybar Buttercup blowdryers, Keurig coffee machines, and JBL wireless speakers. Mendes said each floor has a pair of deluxe rooms that can be grouped together with an outer door, so a family could essentially occupy two rooms as a single room.

The hotel has a Cuban influence, from the food and drinks of the Caña Restaurant to the art pieces and photos.

"We are your hub to explore the city," Mendes said. "We have simple amenities that exceed expectations."

The Hyatt Centric has a large pool deck with a wet bar and Jacuzzi on the 19th floor, with a pool deck for apartment residents on the opposite side of the building. Other amenities include a gym, 7,500 square feet of meeting and event space, a snack bar, and a wireless printer.

Hyatt Centric has a special service for guests who buy a lot of goods online, Mendes said. It can accept delivery of goods from e-commerce companies and store them in the package room, even before the guests arrive. That feature is popular with Latin American guests, who can't find many U.S. products in their home countries, he said.

As for the rest of Panorama Tower, the building has received a temporary certificate of occupancy (TCO) for the first 46 stories, said Dean Warhaft, chief development officer of Florida East Coast Realty, the developer. He expects to have a TCO for the entire building this summer.

The leasing is ongoing for the apartments, office space, and retail at Panorama Tower.

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