

## **"New Traditions" Elevate Hotel Rites at Marco Beach Ocean Resort, Marco Island, Florida**

Marco Island, Fla., Dec, 2005 - As hotels vie to outdo each other with service and amenities, the 100-suite, beachfront Marco Beach Ocean Resort stands out with a novel collection of complimentary services called "New Traditions."

An example is a twist on afternoon tea called "Sorbet on the Beach," when waiters parade the chef's sorbet of the day - champagne, citrus or mango, perhaps -- to chaise loungers on the beach, served in elegant champagne glasses.

At sunset, the resort's culinary staff from its acclaimed Sale e Pepe serves Chef Alberto Varetto's surprise complimentary canapés and hors d'oeuvres on the restaurant's beachfront terrace. The second the sun dips below the horizon, staff chimes an authentic captain's bell.

Since many families visit with nanny in tow, the hotel offers a "Nanny Break," when the activities staff entertains kids at the pool or beach while nannies, or parents, take time out.

Another family-pleaser is the "Turtle Turndown," a stuffed turtle bedtime buddy for all children guests, in honor of the loggerhead sea turtles that nest on the resort's beach every summer.

Some "New Traditions" are offered at nominal charge. "Bathing Beauty" bath baskets, custom-designed for the hotel by Molton Brown, are presented in baskets with loofahs, candles and bottled water. The bath baskets - themed "Uncharted Depths," "Big Chill," and "Island Life" - contain generous-size bottles of bath/shower gels, body lotions, hydrating soaks, facial washes and spritzers, and use Molton Brown's signature blends of essential oils and plant extracts. The bath baskets, offered at \$25 for four to six baths, were created for leisurely immersions in the hotel's roomy tubs, some with floor to ceiling views of Marco Island and the Everglades.

Also upon request the hotel will stock refrigerators with a special delivery of cappuccino cookies, Mashuga pecans, flavored chocolates, imported cheeses, flavored teas, fresh local fruit, and bottled water (\$25 for two people).

Other diversions at the Marco Beach Ocean Resort include a spa with eight treatment rooms, men's and women's locker rooms with sauna and steam rooms, a fitness center, and a rooftop maze-like garden with a sundeck, heating swimming pool and whirlpool spa.

Marco Beach Ocean Resort's sleek, modern architecture is complemented by the Old World ambience of its freestanding restaurant, Sale e Pepe, which resembles an Italian palazzo and is connected to the hotel by cobblestone pathways covered with vine-draped trellises. Chef Alberto Varetto apprenticed with famed chef Roberto Donna (a family friend from Italy's Piedmont region) before commanding his own kitchen at the resort. Chef Alberto's menu showcases dishes from his native Piedmont as well as dishes representative of other regions of Italy.

The resort also features the more casual Saletta and the alfresco Terrace, both adjoining Sale e Pepe, and for outdoor lunches, the Pool Bar and Beach Grill. Twenty-four hour room service is available for in-suite dining.

For reservations call 800-260-5089 or 239-393-1400. Visit [www.marcoresort.com](http://www.marcoresort.com).