

The Newly Opened Margaritaville Hollywood Beach Resort Is More Jimmy Buffett Than You Can Even Imagine

by [Lyssa Goldberg](#) • Sep 22, 2015 06:17 PM

It's officially 5 o'clock all the time in Hollywood Beach.

That's right. Jimmy Buffett's Margaritaville Hollywood Beach Resort welcomed in its first few hotel guests Tuesday as part of a soft-opening.

The Margaritaville Restaurant, Margaritaville Coffee Shop and retail stores have also opened to the public. The two-story poolside LandShark Bar & Grill will open Thursday.

Hotel general manager Cate Farmer said the goal is to focus on one element at a time, to ensure that everything operates smoothly.

"It allows us to deliver the type of 4-diamond service that our guests expect," she said.

Guests can begin booking rooms online starting Oct. 1.

Coastal luxury decor and colorful Caribbean details pervade throughout the hotel, but there are also whimsical notes that exude Buffett's chill, no-worries attitude—from a large blue flip flop sculpture welcoming guests into the hotel's lobby entrance to a margarita glass-shaped chandelier and antique surfboards from Buffett's personal collection.

The 349-room resort offers suites and guest rooms—all with balconies—starting on the 11th floor, so everyone overlooks either the Atlantic Ocean or the Intracoastal Waterway. The house-sized (2,834-square-feet) Jimmy Buffett Presidential Suite is the hotel's grandest.

There are eight distinct bar and restaurant concepts on-site, all but one of which will be open to the public:

- JWB Prime Steak and Seafood, an upscale dining concept that is new to the Margaritaville brand
- Jimmy Buffett's Margaritaville Restaurant, which serves breakfast, lunch and dinner and offers live entertainment beginning Tuesday night
- LandShark Bar & Grill
- License to Chill Bar on the 11th floor terrace, which offers an incredible view of Hollywood Beach and the hotel's sweeping pool deck below
- 5 o'Clock Somewhere Bar & Grill, which will be across the street from the hotel facing the Intracoastal
- Lone Palm Beach Bar
- Floridays Airstream Café
- Margaritaville Coffee Shop

Once it's opened, the License to Chill Bar will be exclusive to hotel guests, since it must be reached by guest elevators.

In addition to the resort's three pools (two facing the beach and one on the 11th floor), Margaritaville Beach Resort has a beachfront surf simulator. Called the FlowRider, both hotel guests and public beachgoers can purchase tickets for a time slot to pseudo-surf.

Margaritaville has also taken over the Hollywood Beach Bandshell, so guests and locals can expect nightly musical entertainment, whether it's happening at that outdoor venue or the indoor Margaritaville Restaurant.

Finally, Margaritaville Beach Resort's 30,000 square feet of indoor and outdoor event space (with decor as colorful as the rest of the hotel) makes Hollywood Beach's new slice of paradise an ideal corporate destination, too.

The resort will continue operating in soft-opening mode for the first few weeks. Official grand opening festivities are expected to be announced sometime afterward.

Certain features of the resort, like the JWB Prime Steak and Seafood restaurant and the St. Somewhere Spa (with its own signature amenity line), are expected to open within the next two months.

Nightly rates at Margaritaville start at \$259 per night. To make a reservation, visit MargaritavilleResorts.com or call 954.874.4444.

Here are some photos of the property:



