

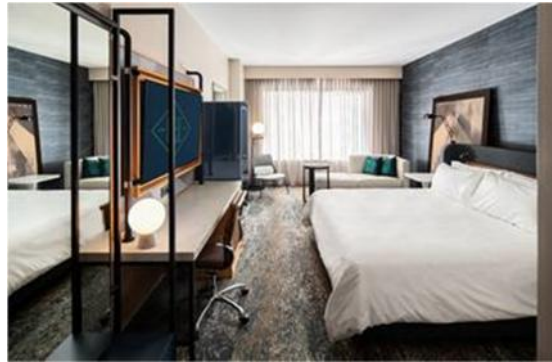


THE BEACHES OF
**FORT MYERS
AND SANIBEL**

LUMINARY
HOTEL & CO.

Fort Myers, Florida welcomes brand Luminary Hotel & Co.

New hotel opens, along with trio of new dining outlets and neighboring convention center



(1 October 2020) – The highly anticipated 243-room waterfront [Luminary Hotel & Co.](#) has officially opened its doors, making its long-awaited debut in downtown Fort Myers, Florida. Opening in conjunction with the new 12-story Luminary Hotel are three of its featured food and beverage outlets – Ella Mae’s Diner, Dean Street Coffee, and the Lobby Bar. The hotel’s signature Silver King Ocean Brasserie, and Beacon Social Drinkery rooftop lounge, will both open later this fall. Other key features include The Workshop, an innovative culinary laboratory; an indoor and outdoor fitness facility; and a spacious pool area on the fourth floor, with an event deck overlooking the Caloosahatchee River. Luminary Hotel & Co. is the fifth Mainsail Lodging & Development property in the prestigious Autograph Collection® of Marriott International, and the first Autograph hotel in the Fort Myers-Naples area.

Luminary is a hub of excitement and discovery – a focal point where locals and travelers tap into the collective energy of a city, and a story, begun by a brilliant cast of audacious local luminaries. There are so many inspiring and entertaining stories surrounding the luminaries who left a lasting impression on Fort Myers, many of which are captured in fanciful illustrations throughout the hotel and its branding that have been brought to life by local artist, [Joshua Noom](#).

The new boutique hotel’s guest rooms and suites are fresh and modern in design, surrounding guests with warm, natural tones and clean lines. Guest room amenities include complimentary Wi-Fi, flat screen TVs,

artisan pantries with gourmet coffee service, and luxurious bedding dressed with crisp duvets and fluffy pillows, while upscale bath products add a touch of indulgence.

Guests of Luminary Hotel & Co. have ample options to explore their culinary curiosity – from a signature restaurant and rooftop bar, to a casual streetside diner and coffee roastery. The three new outlets that have opened with the hotel operate seven days a week, with the onsite coffee roastery Dean Street Coffee open 6 a.m. to 3 p.m.; Ella Mae’s Diner from 6:30 a.m. to 9 p.m., adding “soul food with finesse” to its Southern repertoire; and the stylish Lobby Bar open 11 a.m. to 11 p.m. Beacon Social Drinkery Rooftop lounge will make its debut in October, while the Silver King Ocean Brasserie is slated to open in November.

Recognized as the 2020 Newcomer of the Year by Cvent, Luminary houses 10,000 square feet of adaptable indoor and outdoor function space ideal for a variety of events and meetings. The hotel is also directly adjacent to the neighboring Caloosa Sound Convention Center, now open and offering 40,000 square feet of function space. The hotel also offers convenient access to the new riverfront Oxbow Bar & Grill located on the Caloosahatchee River and scheduled to open in March 2021. A delightful blend of retail and casual dining, Oxbow’s second floor is reserved for special events and groups, with an outdoor terrace and picture windows offering spectacular river views.

Luminary Hotel & Co. takes standards for hygiene and cleanliness very seriously and has taken additional steps to ensure the continued safety of guests and staff. Health and safety measures include handwashing hygiene, cleaning product specifications, electrostatic spraying in all public areas, guest room and common area cleaning procedures, daily temperature checks for all staff, and more. To promote the health and safety of our guests, face coverings are required for guests and associates in all indoor public areas. Social distancing guidelines and protocols are also strictly followed.

Luminary Hotel & Co. is located just 16 miles (less than 30 minutes) from the award-winning Southwest Florida International Airport (RSW), one of the top 50 U.S. airports for passenger traffic. For more information, go to [LuminaryHotel.com](https://www.LuminaryHotel.com)

For more information about Fort Myers and Sanibel and all the other excellent accommodation and attractions the destination has to offer, visit www.fortmyers-sanibel.com