



Desires Hotels Announces New Hotel Villas CeSar in Florida

Leading Hotel Management Company Selected To Manage St. Petersburg Property

NEW YORK, NY November 30, 2009 - Miami based [Desires Hotels](#) has been appointed as management company for the new hotel development [Villas CeSar](#) in St. Petersburg, FL. The boutique property is the latest addition to an ever expanding Desires Hotels portfolio and is scheduled to open in June of 2010. With beach access and a marina on site, Villas CeSar is nestled on Tampa Bay's barrier island between the intercoastal waterway and Gulf of Mexico on St. Petersburg Beach.

Guests of Villas CeSar will experience all of the charms and comforts of a Tuscan villa with 72 graciously appointed oversized guestrooms and suites. Rates will start at \$229 a night with each room having balconies that offer either breathtaking views of Boca Ciega Bay or the Gulf of Mexico, state-of-the-art audio visual technology, and walk-in spa showers. Leisure time amenities feature a swimming pool with poolside bar, full service spa, fitness center, and restaurant that includes an *alfresco* dining experience. Beach activities are highlighted by recreational seaside walks, biking, fishing, and kayaking. And for the business traveler there are meeting rooms, a business center, 3,000 square foot banquet facilities, concierge, and complimentary wireless internet.

Named to the TripAdvisor.com *Top 10 Beaches in the U.S.*, St. Petersburg is favorite travel destination because of its 35-miles of white sand beaches and diverse city attractions. Home to championship golf courses, the world's largest collection of the surrealist master's paintings at the Salvador Dali Museum, and neighboring Tampa Bay — the city has a wide array of activities to choose from. "We are very excited to have an opportunity to establish a partnership with Desires Hotels. We have been looking for that perfect hotel management company in a very challenging market," says Henry R Suarez, Principal Owner of Villas CeSar, "We think we have found the perfect fit with Desires Hotels, as they bring the staff, experience, dedication and focus that we have been looking for to make Villas CeSar a top destination on the Tampa coast." According to Raul Leal, President of Desires Hotels, the respect is mutual, "Villas CeSar is a great addition to the Desires Hotels collection with its unique amenities and great location this property epitomizes everything that one of our individual boutique hotels should be."

Villas CeSar is located at 3701 Gulf Boulevard on the southern end of Tampa Bay's barrier island on St. Petersburg Beach. The hotel is 25 minutes from St. Petersburg/Clearwater International

Airport and 35 minutes from Tampa International Airport. For additional information on Villas CeSar, please visit the website at VillasCeSar.com.

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the heart of Times Square, [Desires Hotels](http://DesiresHotels.com) is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels, and their locations, call 866-593-4330 or visit www.desireshotels.com.

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