

3 Things That East Hotels are Bringing to The West (Miami, Specifically)

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Urban king room/EAST Miami

In Beijing and Hong Kong, there exists a positive-minded business hotel brand — “one with a life” as their tagline boasts — where guest rooms are stylish and comfortable, the mascot is a dinosaur, and a rooftop bar lures the weary road warrior out for some fun. Now, East Hotels is bringing some of that liveliness to the United States.

[East, Miami](#) will open in May in Brickell City Centre — a brand-new, billion-dollar mixed-use development in the city's financial district that will also include residential towers, office buildings, a dine-in theater, and a luxury shopping center anchored by a three-story Saks Fifth Avenue.

While East's location near Miami's biggest banks makes it an ideal pitstop for business travelers, there are three truly standout features that will please any kind of pleasure-seeking guest.

Quinto La Huella: Uruguay's most famous beachside grill, Parador La Huella, will open its first U.S. outpost on the hotel's fifth floor. It will feature indoor and outdoor dining, a sushi bar, and a stone hearth oven to cook up the restaurant's most famous dishes.

Sugar Rooftop Bar: Located on the 40th floor, Sugar (which shares a name with the East rooftop bars in Beijing and Hong Kong) will offer birds-eye views of Miami, Biscayne Bay, and the Atlantic Ocean and will serve a long list of signature cocktails.

Relaxing Rooms: East will have 352 guestrooms and eight suites, along with 89 one-, two- and three-bedroom residences which will be open to guests who plan on staying awhile. All rooms will have floor-to-ceiling windows and private balconies, as well as high-tech amenities such as tablets that control the room functions, charging stations in the nightstand, and free WiFi.

And about that hotel mascot: look for bright-colored dinosaurs, created by Chinese sculptor Sui Jianguo, in the public spaces and the suites.