



## **NYAH KEY WEST AND THE JULIA HOTEL SELECT DIAMOND PUBLIC RELATIONS AS AGENCY OF RECORD**

**MIAMI, FL – MAY 2016** – Miami-based travel and tourism firm, Diamond Public Relations, has added two new boutique Florida clients to its award-winning client roster: the one-of-a-kind, NYAH in Key West and The Julia, currently under renovation in South Beach, both managed by SMS Lodging. The agency will manage North American public relations for both properties to increase awareness and drive business on a national and regional level.

**NYAH** (pronounced NIE-yah), an acronym for “Not Your Average Hotel,” is a new hotel transforming the traditional travel experience. Located just a few blocks from Key West’s iconic Duval Street and historical seaport, NYAH offers rooms that can be customized to meet the specific needs of guests. The versatile furniture can be configured to accommodate a single traveler, a pair of vacationing friends, or a bachelorette party of six, without any added fees. In addition to the hotel’s unique accommodations, NYAH features complimentary breakfast, Wi-Fi, daily wine and cheese happy hour, three pools, two Jacuzzis, and a wrap-around rooftop deck that overlooks Key West’s tropical paradise.

Slated to open in December 2016, **The Julia** will be a 29-room adults-exclusive boutique hotel located in Miami Beach’s South of Fifth neighborhood, a burgeoning enclave of restaurants and shops.

"We love the uniqueness of each of these hotels - The Julia with a brand new, adults-exclusive hotel experience in the unrivaled South of Fifth neighborhood, and NYAH with its innovative design where the guest dictates the room capacity," said Kara Rosner, Vice President of Diamond Public Relations. "The team at SMS is eager to bring these properties to the forefront, and we’re ready to work hand-in-hand with them to tell their story, pulling upon our experience and expertise, specifically with boutique hotels and in the region."

Diamond Public Relations brings more than 35 years of experience to clients. Specializing in the travel, tourism and lifestyle sectors, the Miami-based firm boasts a dedicated, diverse team of professionals from around the globe. The firm’s ability to identify new trends and continuously evolve its public relations efforts and integrate social platforms has earned Diamond PR numerous industry accolades, including: The HSMIA Adrian Awards, Bulldog Awards, Travel and Leisure Magazine’s Smitty Awards, and the Social Hotel Awards. Jody Diamond, agency president, was also named among PR News Top Women in PR in 2015.

## **ABOUT SMS LODGING**

Founded in 2010, SMS Lodging's mission is to effectively deploy capital within the hotel industry by securing underperforming assets and bringing them to profitability. Last year, the company was awarded a spot on the Inc. 5000 list as one of the fastest growing companies in the U.S. Having doubled in size every year over the past six years, SMS Lodging is looking to expand the NYAH brand with additional NYAH hotels in the near future, as well as seek out new opportunities within a range of properties, from full-service boutiques to limited-service hotels.

## **ABOUT DIAMOND PUBLIC RELATIONS**

Diamond Public Relations is an award-winning travel, tourism and lifestyle public relations firm based in South Florida. Combining proven public relations practices with forward-thinking strategies, Diamond PR offers passionate campaigns for destination, restaurant, resort and lifestyle clients. For more information visit [www.diamondpr.com](http://www.diamondpr.com). Follow us on Twitter at @DiamondPR and Facebook at [www.facebook.com/DiamondPR](http://www.facebook.com/DiamondPR).

# # #

## **MEDIA CONTACT:**

Alyson Marks / Michelle Saco

Diamond Public Relations

305-854-3544

[Alyson@diamondpr.com](mailto:Alyson@diamondpr.com) / [Michelle@diamondpr.com](mailto:Michelle@diamondpr.com)