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Kygo's Palm Tree Crew To Open A Music-Based Experiential Hotel And Restaurant Concept

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A rendering of Palm Tree Club
AUDS & ENDS ART

Palm Tree Crew, the company best known for its live music experiences, is venturing into hospitality with The Palm Tree Club, opening this December.



As the brand's first foray in the industry, the Palm Tree Club will make a mark with its "music-based" experiential approach, bringing music lovers, Miami locals and global travelers together for connection, creativity and inspiration.

The Palm Tree Club is a collaboration with the Miami real estate development firm Continuum Company and will see the concept take over the iconic Shuckers Waterfront Grill & Hotel in North Bay Village, near Miami Beach.

The property aims to evoke the feeling of the laid-back luxury of a seaside retreat. A juxtaposition of hospitality and entertainment, features of the property include an airy waterfront restaurant, 20-boat slip marina with dine-and-dock services, 118 sleek, tech-enabled rooms and a large pool that connects the hotel and the restaurant. More amenities are yet to be announced.

In a release about the concept, Palm Tree Crew co-founder Myles Shear says, "We are so excited to introduce our first restaurant and hotel in Miami, and even more thrilled to do so at the iconic Shuckers property. Shuckers has been a Miami institution that we've long admired growing up in Miami and we're honored to continue its tradition. It is a dream come true for Kygo and me."

Shears continues, "With Palm Tree Club, it's not just about launching a new hotel and restaurant. It's about building a legendary spot on a landmark that blends Miami's vibrant spirit with the best-in-class service, food, talent, and creativity of Palm Tree Crew. We are grateful to partner with the Continuum Company and cannot wait to open our doors later this year."

Unlike a traditional hotel or restaurant, Palm Tree Club will anchor its programming around live music and events, true to the spirit of both the brand and the city of Miami. Guests are in store for a new experience with each visit as food concepts and the lineup of events will constantly change.

Palm Tree Crew is leading the creative direction, redesign, and programming of the Palm Tree Club. The hospitality investment and management firm Highgate will manage and operate the venture following its redevelopment.

Co-founded by international DJ sensation Kygo and his manager Shears in 2020, Palm Tree Crew is a holding company comprised of a global live events business, artist management agency, custom products and apparel, capital investments, hospitality and more. Over the past four years, the brand has become known for its Palm Tree Music Festival, which brings global artists and fans together in tropical locations ranging from Hawaii to Australia to Dana Point and beyond.