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## Palm Tree Crew Just Announced Its New Hospitality Venture

By: [Paige Mastrandrea](#) | August 27, 2024 | Migration,

*Palm Tree Crew announces its first-ever venture into hospitality with Palm Tree Club, a waterfront hotel and restaurant in North Bay Village.*



*Palm Tree crew signature merch hats. PHOTO BY MIKE KIRSCHBAUM, COURTESY OF PALM TREE CREW*

In a groundbreaking venture that will shape Miami's ever-evolving cultural landscape, Palm Tree Crew (@palmtreecrew) launches its first foray into hospitality with the dazzling debut of Palm Tree Club (@palmtreeclubmiami). This waterfront hotel and restaurant, crafted in collaboration with the esteemed Continuum Company, is a testament to both brands' enduring commitment to luxury and innovation.

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Anchored in North Bay Village, minutes from the iconic Miami Beach, the Palm Tree Club is more than just a hospitality destination; it's a marriage of high-end gastronomy, curated entertainment and, of course, an unparalleled tropical ambiance only fitting of the brand. As the brainchild of Palm Tree Crew, renowned for its electrifying music festival experiences, this project uniquely captures the electric energy of the festival scene with the relaxed, high-touch service of luxury hospitality in one waterfront setting.



*Palm Tree crew hopes to bring the laid-back Palm Tree lifestyle to its newest venue in Miami. PHOTO BY MIKE KIRSCHBAUM; COURTESY OF PALM TREE CREW*

Taking over the legacy of the iconic Shuckers Waterfront Grill & Hotel—a longtime Miami establishment—Palm Tree Club promises a transformative experience. Guests are greeted with a picturesque waterfront restaurant, a 20-boat slip marina with exclusive dine-and-dock access, 118

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meticulously appointed guest suites and a pool that adjoins both the restaurant and hotel, offering a serene yet vibrant oasis.

“We are incredibly excited to launch our first restaurant and hotel in North Bay Village, Miami, a city that embodies the spirit of Palm Tree Crew,” says Myles Shear, co-founder of Palm Tree Crew. “Palm Tree Club will be more than just a place to eat and stay; it will be a destination that captures the energy, creativity and entertainment that Palm Tree Crew stands for.”

Building upon Palm Tree Crew’s entertainment and cultural curation legacy, Palm Tree Club aims to redefine traditional hospitality venues by offering a holistic fusion of dining, lodging and live entertainment without leaving the setting. Infused with the ethos of Palm Tree Crew, the Palm Tree Club promises to be an immersive experience, creating a locale that pulsates with celebration and joy. At its core, there will be live music, making it an unrivaled cultural hub for people in Miami to come enjoy the beauty of the Magic City.