



## Colony wins tourism award

Boutique hotel, Morikami chosen as recipients of 2009 Providencia Award.

By **ROBERT JANJIGIAN**  
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The Colony has been selected to receive the 2009 Providencia Award from the Palm Beach County Convention and Visitors Bureau.

"The Providencia Award is Palm Beach County's most important symbol of recognition for the local tourism industry," said Jorge Pesquera, president and CEO of the convention and visitors bureau.

The award, named for the coconut-laden Spanish ship that in 1878 sank off the coast of Palm Beach and introduced palm trees to the area, has been presented for 21 years to individuals and entities that have made an exceptional contribution to tourism.

Winners, who must be residents, business owners or organizations in the county and employed or associated with the local tourism, travel or hospitality industries, are nominated for the awards and selected by the public relations committee of the convention and visitors bureau.

Past winners have been actor Burt Reynolds, the Norton Museum of Art, philanthropist Alex Dreyfoos, the Henry Morrison Flagler Museum, developer E. Llwyd Ecclestone Jr., The Breakers, and The Boca Raton Resort & Club.

The tourism industry in Palm Beach County employs more than 50,000 people and adds \$2.8 billion annually to the local economy, Pesquera said.

Representatives of The Colony and Delray Beach's Morikami Museum and Japanese Gardens, also selected for recognition this year, will be presented with their awards Nov. 12 at a location yet to be determined, according to a spokeswoman for the convention and visitors bureau.

"We are so pleased to recognize The Colony hotel as a recipient of the 2009 Providencia Award," said Pesquera. "For more than 60 years, this charming boutique hotel has been an

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*It's 'like winning an Oscar'*

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important part of the Palm Beach landscape."

From every form of measurement used in the determination of Providencia Award recipients, including marketing and publicity campaigns, promotional programs and community relations, The Colony is on par with some of the largest hotels in Palm Beach County," he said.

"We have been working very hard on making The Colony and Palm Beach known internationally," said Roger Everingham, vice president and general manager of the 90-room boutique hotel, which has been in operation since 1947.

Everingham has been with the Hammon Avenue hotel since 2000 and has over-

seen several renovations to the property, as well as the creation of the Royal Room cabaret, which has hosted an assorted roster of New York musical talents for the past seven years.

"We've been out there, with less resources and a smaller team than other properties, banging the drum for the hotel and for Palm Beach as a great destination," Everingham said. "With the Royal Room, we've brought a new experience, an added dimension, to the island in terms of entertainment and added glamour."

"Winning the Providencia, to us, is like winning an Oscar is to a film star," he said. "I like to think of it as a kind of David and Goliath thing: little hotel wins against some very big competition."

"We — all The Colony team — are greatly honored to be so recognized, and we intend to keep it going," Everingham said.

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