

REAL ESTATE NEWS

Here's how much more it will cost you to stay in South Florida for the Super Bowl

By Taylor Dolven January 03, 2020



Visiting South Florida for The Big Game is going to come with a big price tag.

South Florida hotels are hiking up room rates for the Feb. 2 Super Bowl weekend and flights are more expensive than even the usual high winter fares. And which teams will play is yet to be decided.

Hotel rooms — if you can find them — are running about 1.5 times higher than on the following weekend, according to a Herald search of 10 properties from

Dadeland to Plantation on various hotel booking sites. Flights will cost about 50% more for the January 31-February 2 weekend compared to the following weekend, according to a Herald analysis of six routes on Google Flights.

This year's [Super Bowl may be the most expensive for visitors yet](#), according to an analysis by STR, a hospitality data company. The firm estimates the average daily hotel room rate in the Miami market could reach more than \$500 for the weekend of Jan. 31-Feb. 2. If that happens, this year's Super Bowl will be the most expensive in recent history for hotel guests.

The last time South Florida hosted the Super Bowl, the average daily hotel rate was \$335.46, according to STR. The average daily rate for the 10 hotels the Herald sampled is currently \$697.

Only one hotel of those sampled is available for less than \$300 per night — the Extended Stay America in Plantation at \$260, just 15% more than it costs to rent the following weekend.

The hotel with the biggest differential and the highest price tag of those the Herald sampled is the Cleavelander South Beach Hotel, which currently is charging \$1,799 per night for Super Bowl weekend. That's 314% more than the following weekend.

Mike Palma, Executive Vice President of the Cleavelander's hotel operator Jesta, said three-fourths of the hotel's rooms are reserved by Pepsi Co., which will hold fan events on site throughout the weekend.

Guests who can afford the remaining rooms will have access to pool parties, concerts and tailgates; those who drop in for the day will have to cough up a cover charge ranging from around \$25 to \$50. Palma said the hotel's average daily rate for the 2010 Super Bowl was around \$800. This year, he hopes to break \$1,000. He may adjust prices depending on which teams make the final.

"The demand is there and the supply is low for us," he said. "We're waiting to see what teams get in. The bigger the fan base, the bigger the spend."

Some of the cheapest digs are the farthest from the action. Twenty-six miles from Hard Rock stadium, the Aloft Miami Dadeland is charging \$314 per night with a three-night minimum — 70% more than the price the following weekend. Thirty-five miles away, a room at the Best Western Plus Miami Executive Airport Hotel & Suites near Three Lakes costs \$424, up 80% compared to the following weekend.

The closest hotel to the stadium of those sampled is the Hampton Inn & Suites in Miramar, available for \$569. That's more than two-and-a-half times the price for a stay the following weekend.

One of the only downtown Miami hotels still available is the YVE Hotel Miami. It requires a three-night minimum at \$560 per night, more than double the price for the following weekend.

Since Miami's 2010 Super Bowl, more than nine new hotels have opened in downtown and the area has become a more popular place to visit, said Suzanne Amaducci, a real estate lawyer on the board of the Downtown Development Authority. Downtown is hosting fan festival events in Bayfront Park the week of the big game.

"The draw is downtown. The draw used to only be to South Beach," she said. "People want to be in walking distance from this festival event [slated for Bayfront Park]. Even if people aren't going to the game they want to participate in events."

Near downtown, the second most expensive hotel sampled was the Mare Azur Design District Luxury Apartments at \$1,490 a night, up from \$630 the following weekend. Near Miami International Airport, the Days Inn is going for \$349, up from \$159 the following weekend.

Further north, the Grand Palms Hotel, Spa and Golf Resort in Pembroke Pines is going for \$349 with a four-night minimum, up from \$124 the following weekend. The Diplomat Beach Resort is at \$854 a night, up from \$436 the following weekend.

Unsurprisingly, the [Seminole Hard Rock Hotel & Casino](#), also known as the Guitar Hotel, has been sold out for weeks, the hotel confirmed.

In a league of its own, the [Fontainebleau Miami Beach Resort](#) does have rooms left, but they cost \$2,549 with a four-night minimum. That's four times as much as the following weekend.