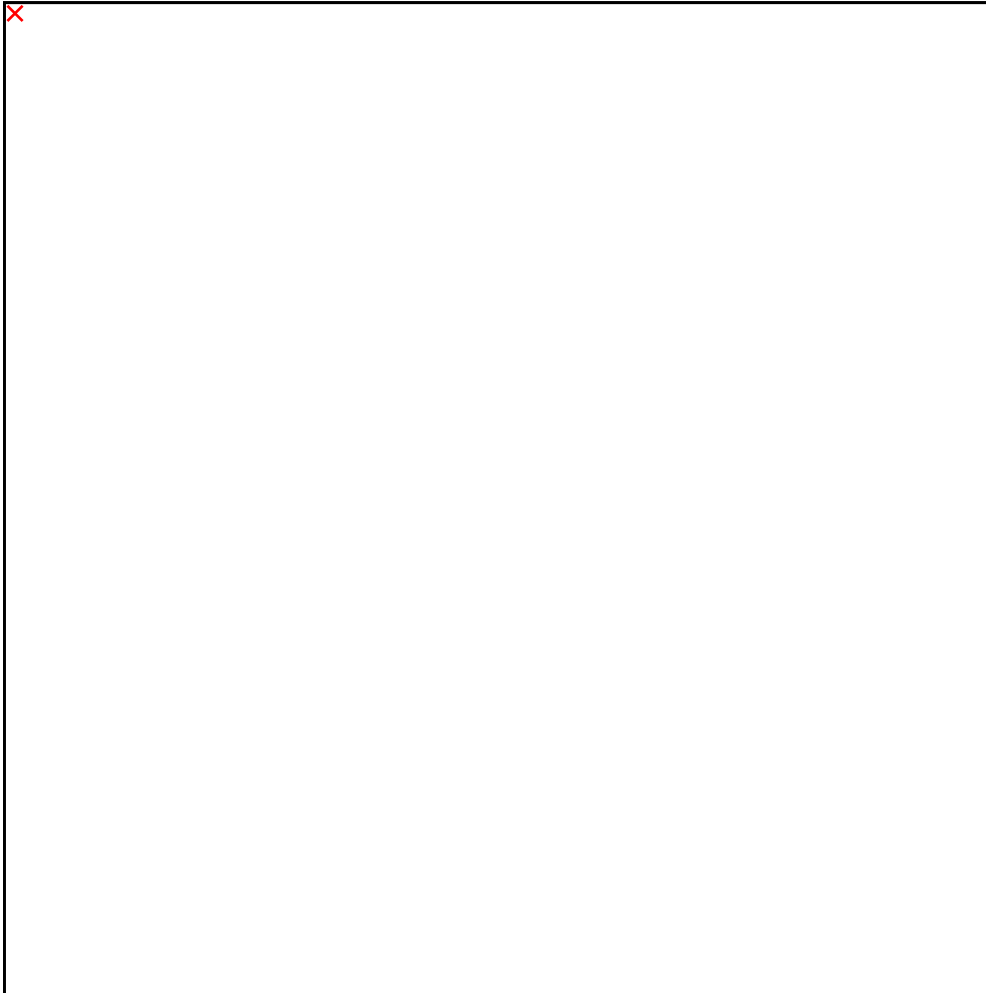


# Bellwether Beach Resort Opens in Florida's St. Pete Beach

08/16/2021



ST. PETE BEACH, FL (August 16, 2021) – Bellwether Beach Resort opened on August 13th in St. Pete Beach, Florida as the destination's newest independent beachfront hotel and the first in more than ten years. Housed inside an iconic tower that's been a fixture on St. Pete Beach since the 1970s, Bellwether debuts as a trendsetter in this award-winning destination with its bold design, unmatched dining experiences, and elevated services.

Located on the #1 beach in the U.S. , Bellwether's retro-Florida, modern-chic style lures guests into vacation mode from the moment they arrive: a sprawling lobby dressed in mid-century furnishings, terrazzo tiles, and watery tones gives way to direct views of the Gulf of Mexico; vintage artwork dons the walls to offer a glimpse back at seaside getaways of the 1960s; and a refreshing welcome is found at Bellwether's reception desk with cool, complimentary beverages on hand.

Amenities are abound at Bellwether, treating travelers to an escape even before they reach their guest rooms. Indoor and outdoor lounge areas – including tucked away corners, garden-inspired patios, and communal tables for gathering – offer a place to kick-back and unwind. A beachfront pool deck is peppered with chaise lounges, and nearby bistro seating provides an ideal spot to enjoy an al fresco lunch. St. Pete's white-sand beach is just steps away; there, guests will find colorful cabanas attended to by Bellwether's dedicated Beach Butlers who are on-hand to provide towel set-up, chilled water, food and drink service, plus beach toys for those visiting with children. Water activities like kayaks and paddleboards are available for exploring the Gulf.

The resort's inimitable dining venues, however, will take center stage for the Bellwether experience with choices that range from sophisticated fare to causal indulgence. Spinners Rooftop Grille, the proverbial summit of Bellwether Beach Resort and one of just a handful of rotating restaurants in the U.S., is perched 12 floors above the St. Pete Beach shoreline. Its menu spotlights some of Florida's highest

quality purveyors and freshest, most sustainable foods. With fresh off-the-boat seafood, expertly sourced cuts of beef, and locally grown greens, the Spinners menu is only outdone by the restaurant's literal 360-degree views.

One floor below, Level 11 Rooftop Bar & Lounge offers an outdoor dining option unlike any other in the destination. This open-air venue is St. Pete's prime setting to grab a pre-sunset cocktail; with wraparound views of the Gulf of Mexico and the surrounding area, Level 11 delivers a front-row seat as the sun sinks below the western horizon. As the night progresses, the space transitions to an adult-centric hotspot with music, small bites and desserts, and a heavy emphasis on its mixology program.

A laid-back lunch and dinner dining retreat can be found at Bellwether's on-the-sand Bongo's Beach Bar & Grille. The epitome of a beachfront dining experience, Bongo's offers upgraded bar fare to perfectly pair with its menu of mixed drinks, frozen concoctions, and a regular line-up of live music. Inside, the transitional St. Pete Social is a one-stop shop for morning lattes, late afternoon cocktails, and quick-fix style foods.

Upstairs, 150 of Bellwether's 156 guest rooms and suites are spread across nine floors that boast vibrant colors schemes like tangerine orange and lime green. Each with a private balcony and views that reach from sea to city, Bellwether's accommodations are outfitted with either one king bed or, uniquely, two king beds, making them ideally suited to families or groups.

As Bellwether's most elevated accommodation, the resort's six penthouses feature a heightened design that aligns with that of Bellwether's public spaces: a modern twist on retro-Florida. Plush furnishings, spacious multi-room/spilt-level floorplans, and oversized bathrooms are complemented with floor-to-ceiling windows with unparalleled views of the shoreline that sits 10 floors below.

"The initial vision for Bellwether Beach Resort began more than three years ago when the hotel's current owners purchased the property," said Jay Rocha, vice president of operations for Bellwether Beach Resort. "The awe-inspiring beachfront location, the unique placement of the dining venues, and the tower's long-standing history in this exceptional city all became key elements of inspiration for what we knew this property could become. As we open our doors and begin welcoming guests to our little slice of paradise, we are proud to spotlight everything Bellwether will deliver to this community and those who visit it."

Bellwether Beach Resort is owned by affiliates of Miami-based Gencom and operated by The Woodlands, Texas-based BENCHMARK, a global hospitality company. The property is located at 5250 Gulf Boulevard in St. Pete Beach, Florida. For reservations, call 800-448-0901 or visit [www.bellwetherbeachresort.com](http://www.bellwetherbeachresort.com). Follow Bellwether Beach Resort on Instagram and Facebook via @bellwetherbeachresort.

### **About Bellwether Beach Resort**

Bellwether Beach Resort opened as a trendsetter, leader, and standout in St. Pete Beach, Florida on August 13, 2021. Located waterfront on what TripAdvisor has called the #1 beach in the U.S., Bellwether showcases a retro-Florida, modern-chic style that inspires a sense of nostalgia and brings to life the vintage spirit of the destination. With 156 guest rooms and suites, including six penthouses, Bellwether welcomes all types of travelers, from families, to couples, and friends, plus corporate and social groups. Four food and drink venues provide a robust menu of options that include upscale dining at the revolving Spinners Rooftop Grille; cocktails and small bites at the open-air Level 11 Rooftop Bar & Lounge; causal fare at the beachside Bongo's Beach Bar & Grille; and the morning-to-late-in-the-day barista bar, St. Pete Social. On-site amenities like Bellwether's beachfront swimming pool, Beach Butler service for an elevated beach experience, non-motorized watersports, and classic board games for indoor fun keep guests entertained at the property, while Bellwether's proximity to downtown St. Pete and Tampa provides easy access to all the area has to offer. Bellwether features 10,000 square-feet of flexible, indoor/outdoor event space that can accommodate up to 150 people. For more information, please visit [www.bellwetherbeachresort.com](http://www.bellwetherbeachresort.com) or call (800) 448-0901.

### **Contacts**

Jessica Milton

BENCHMARK, A Global Hospitality Company

[jmilton@benchmarkglobal.com](mailto:jmilton@benchmarkglobal.com)

Phone: (786) 714-6268