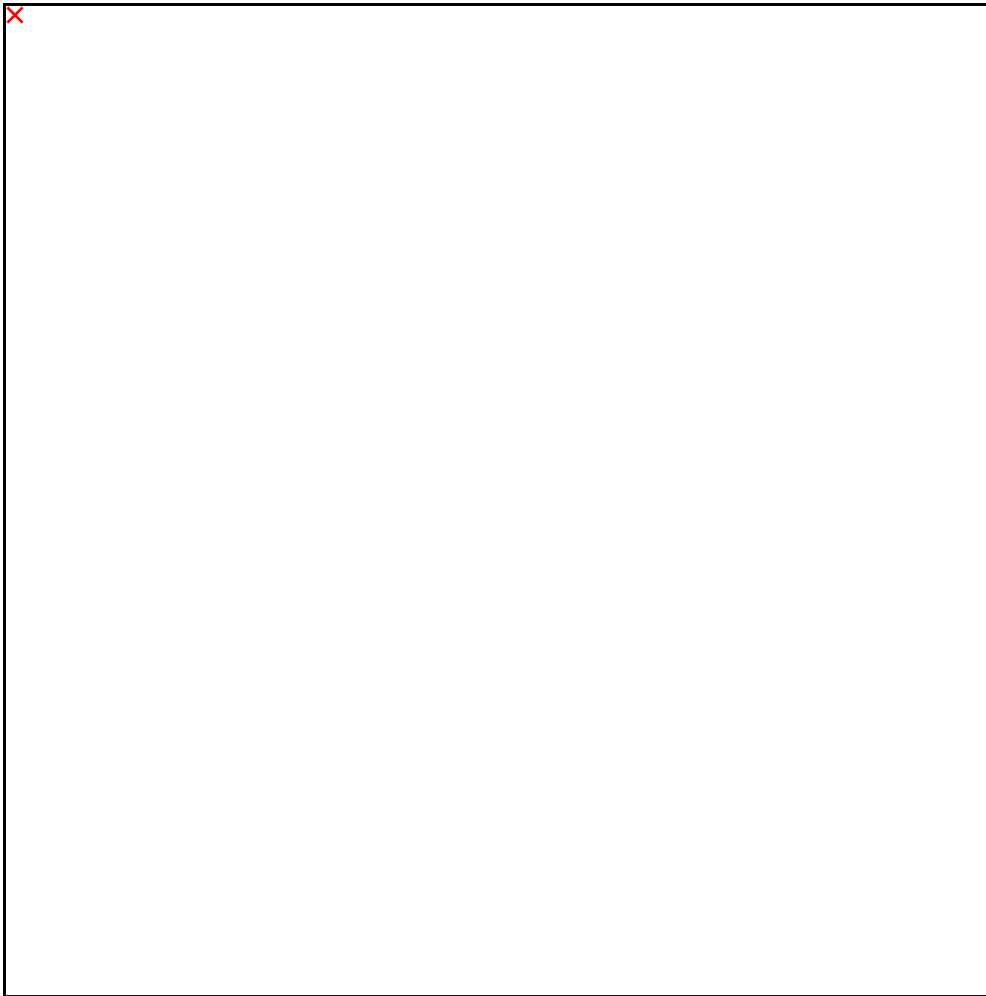


# Bellwether Beach Resort Set to Bring Retro-Florida Vibe to St. Pete Beach

01/20/2021



**St Pete Beach, FL (January 2021)** – Grand Plaza Hotel in St. Pete Beach, Florida will become Bellwether Beach Resort as part of an extensive renovation and rebranding. [Benchmark®, a global hospitality company](#) announced. The gulf-front property, which is owned by affiliates of Miami-based [Gencom](#) and operated by Benchmark, will reopen in summer 2021 to showcase a full redesign and revamped guest experience.

The resort's new moniker sets the stage for Bellwether's position as a trendsetter, leader, and standout in an award-winning locale globally recognized for its white-sand beaches, sun-drenched shorelines, and vibrant cultural happenings. At Bellwether, guests will discover a new travel destination that breaks away from a traditional beach resort vibe. Instead, they'll uncover a setting that brings to life the vintage spirit of its coastal location.

The building's iconic 1970s architecture will tease the nostalgic feel of the Bellwether interiors: terrazzo tiles; linen textures; warm neutrals layered with watery tones; soft metals; eclectic accessories; playful touches; and gallery walls that nod to Old Florida charm. The resort's 156 guest rooms and suites will surprise with pops of color that reflect the vibrancy of St. Pete Beach: flamingo pink, lime green, and tangerine orange. Wedding parties, corporate, and social groups will find purposeful spaces to gather, each crafted to reflect the retro-modern attitude of the Bellwether.

The resort's bespoke design will set the tone for a new, elevated guest experience: one that is thoughtful, fun, and unexpected. An array of on-site activities, amenities, and programming will cater to all types of guests – from the laid-back vacationer to the on-the-go explorer.

“This St. Pete Beach icon is going through an extraordinary transformation, and sharing its new name is

our first step in formally introducing it to the market,” said Jay Rocha, Benchmark’s vice president of operations. “Bellwether will be a resort destination that invites its guests to escape, discover, reconnect, and have fun. Here, our team will deliver immersive experiences that create lasting memories.”

Bellwether Beach Resort is located at 5250 Gulf Boulevard, St. Pete Beach, Florida 33706. For more information, visit [www.bellwetherbeachresort.com](http://www.bellwetherbeachresort.com).

### **About Gencom**

Founded in 1987 by Karim Alibhai, Gencom is one of the nation’s leading domestic and international investment and development firms specializing in the hospitality and luxury hospitality related residential real estate sectors. Headquartered in Miami, Gencom is fully integrated and highly diversified, with expertise in virtually every aspect of development, acquisition, financing, asset management and sales of hospitality properties. Gencom has had success not only in developing, purchasing and exiting single assets and hotel portfolios, it also has been successful in creating, purchasing and growing hospitality platform investments, throughout the United States, Caribbean and Europe, including Gencom American Hospitality, Patriot American Hospitality, Carnival Resorts and Interstate Hotels. Gencom companies’ successful track record has led to significant ventures with prominent institutional investors, prominent family groups and other strategic partners both domestically and internationally. For more information about Gencom, please visit [www.gencomgrp.com](http://www.gencomgrp.com).

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