

Clearwater's New Karol Hotel to Open Fall 2019

Mainsail Lodging to Market first Tribute Portfolio Hotel in Pinellas County

TAMPA, Fla. (August 22, 2019) – Tampa-based Mainsail Lodging & Development has announced a fall opening for **The Karol Hotel** (2675 Ulmerton Road), the first Tribute Portfolio hotel in Pinellas County, Florida. Centrally located in Feather Sound between Clearwater, St. Pete and Tampa, the new boutique hotel will feature 123 guest rooms and suites; a signature lobby bar and restaurant; a rooftop bar overlooking Tampa Bay; a combined 7,340 square feet of event space, including a ballroom and executive conference rooms; and a resort-style pool and fitness center. Marketed by Mainsail Lodging & Development, the hotel is named for and inspired by Karol Kelly Bullard, “Miss Karol K,” wife of Fred Bullard, CEO of The Bullard Group, which is developing the property.

“The Karol Hotel is going to be a showcase property – in this market, in our collection and in the Tribute Portfolio,” said Joe Collier, Mainsail Lodging & Development’s president. “The Karol will be a hideaway of classic, refined comforts, with a personality built on charm, generosity, and tasteful indulgence of the finer things – the same spirit embodied by its namesake.”

Part of Marriott International, Inc. (NASDAQ: MAR), the Tribute Portfolio is a family of independent boutique hotels, each with its own personality, but rooted in their local community and bound by a heart for connecting people and places. “That makes The Karol a perfect fit,” added Collier.

Fred and Karol Bullard are two of Feather Sound’s, and Florida’s, most notable duos, known for living lives full of adventure, business, philanthropy, family, love and dinners with presidents. When presented the opportunity to build a hotel, as Chairman and CEO of The Bullard Group, Fred knew it would be an homage to Karol.

“With her personality and drive, Karol was destined for greatness, whether as a radio DJ, finishing school founder or Florida’s first weather woman,” said Bullard. “Now she devotes herself to various charities and philanthropies, generously working to support the arts, families and children in need. It’s just who she is.”

Celebrating the serendipity that first brought Karol and Fred together, The Karol will be the ornament of Feather Sound, where their timeless personality and style, Florida roots, and unique story combine to create a perfect backdrop for wonderful things to come.

The new boutique hotel will feature 123 guest rooms and suites dressed in a rich and pleasing palette of white marble, tawny beige, gray, and bold accents of clear Florida sky blue carpet with an abstracted feather motif. Guests of The Karol Hotel will also have ample options to explore their culinary curiosity, from the signature K Club Bar & Bistro to the Vantage Rooftop Bar overlooking Tampa Bay. Located just off the coast of the Bay, The Karol Hotel is 15 minutes from Tampa’s Westshore Business

District and Tampa International Airport, making it a perfect option for business and leisure travelers alike.

For more information on The Karol Hotel, visit TheKarolHotel.com.

About Mainsail Lodging & Development LLC

Mainsail Lodging & Development is a Tampa-based hospitality company that develops and operates lodging products in the Southeastern US and the Caribbean. Their property portfolio includes four Autograph Collection hotels: Scrub Island Resort, Spa & Marina (ScrubIsland.com), a private island resort in the British Virgin Islands; the boutique, food-focused Epicurean Hotel (EpicureanHotel.com) in Tampa, Florida; Waterline Marina Resort & Beach Club (WaterlineResort.com) on Anna Maria Island, Florida; and the historic Fenway Hotel (FenwayHotel.com) in Dunedin, Florida; as well as Mainsail Beach Inn (MainsailBeachInn.com), a boutique beachfront hotel on Anna Maria Island, Florida. The company also operates corporate housing throughout the Southeast, exclusively managing the Florida, Georgia and Tennessee markets for Oakwood Worldwide® under both its ExecuStay® (ExecuStay.com) and Oakwood® (Oakwood.com) brands. Mainsail Lodging also manages a portfolio of private vacation homes through its Mainsail Vacation Rentals (MainsailVR.com) brand and is a select partner of Homes & Villas by Marriott International. Additional future projects include Luminary Hotel & Co. (LuminaryHotel.com) in Fort Myers, Florida; a 128-room Residence Inn in conjunction with an indoor sports complex in Pasco County, Florida; and a historic boutique hotel in Macon, Georgia. Mainsail Lodging's corporate charity is Feeding Tampa Bay, the largest food rescue and distribution organization in the community. Mainsail actively supports the cause through a variety of employee and guest programs ranging from packing and sorting at the warehouse, to annual events such as the Epic Chef Showdown. Learn more at MainsailHotels.com.

About Tribute Portfolio

Tribute Portfolio is a growing global family of characterful, independent hotels drawn together by their passion for captivating design and their drive to create vibrant social scenes for guests and locals alike. With 30 hotels open and growing, Tribute Portfolio has struck a chord with those who seek out independent experiences and crave a connection with the community when traveling. From boutique resorts like Inn at Rancho Santa Fe in California and urban hotels such as The Vagabond Club in Singapore, to hotels in indie-spirited locales like Noelle in Nashville and The Slaak in Rotterdam, each Tribute Portfolio hotel celebrates its individuality offering travelers a fresh, often colorful, perspective. Stay with character and stay connected: Instagram, Facebook and twitter. Tribute Portfolio is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz- Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

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