

## PRESS RELEASE – FOR IMMEDIATE RELEASE

---

### **RED ROOF® PARTNERS WITH DHRUV MANAGEMENT TO DEVELOP NEW HOMETOWNE STUDIOS PROPERTIES IN TAMPA AND BRADENTON, FLA.**

Dhruv Management Announces Fourth HomeTowne Studios Project and Sixth Red Roof Overall Across Florida and Alabama

---

**TAMPA, FLA., January 17, 2024** - Red Roof®, the leader in economy lodging, has partnered with Dhruv Management to begin development on the HomeTowne Studios by Red Roof® Tampa, Fla., and recently broke ground for the future HomeTowne Studios Bradenton, Fla. Dhruv Management owns and operates two Red Roof hotels in Alabama and Florida, with four more currently in various stages of development through its construction partner, Dhruv Development.

Once open, the HomeTowne Studios Tampa, Fla., will add 124 spacious extended-stay suites to the local area. This hotel broke ground alongside the HomeTowne Studios Bradenton, a 124-suite property designed to appeal to long-term visitors to The Friendly City. Once completed, the HomeTowne Studios Tampa and HomeTowne Studios Bradenton will feature kitchens with refrigerators, in-room Wi-Fi, HD TVs with free expanded cable, and generous storage space designed for functionality and comfort. Guests at both properties will have access to extended-stay rates, free coffee in the lobby and weekly housekeeping.

“We are excited to partner with Red Roof on our latest extended-stay hotels with the HomeTowne Studios in Tampa and Bradenton,” said Amit Patel, CEO of Dhruv Development. “Red Roof is not just a franchisor; they are heavily invested in any franchisee partnership from the moment they sign a deal. Their assistance has been invaluable, from securing approvals to moving dirt. Thanks to Red Roof’s continued commitment to hospitality fundamentals, we are confident in the future of this hotel.”

“The upcoming HomeTowne Studios properties in Tampa and Bradenton, Fla., in combination with the experienced and diligent teams led by Amit Patel at Dhruv Development and Vijay Patel at Dhruv Management, are on the road to exceeding expectations across Florida,” said Matthew Hostetler, Chief Development Officer at Red Roof. “Dhruv Management has been a leader in the Florida hospitality industry and nearby areas for nearly 20 years, and Red Roof is happy to play a continued part in their success. We remain committed to our partnership with Dhruv Management and are thrilled to take the next steps toward extending hospitality excellence to Florida travelers.”

Both the HomeTowne Studios Tampa and HomeTowne Studios Bradenton, Fla. are being built by Dhruv Development. HomeTowne Studios Tampa is convenient to the Tampa Airport and multiple attractions such as Busch Gardens Tampa Bay, The Florida Aquarium, Tampa Theatre, Tampa Riverwalk, and more. The HomeTowne Studios Bradenton is located near TKTK. Both hotels are expected to open in 2024.

### **About Red Roof**

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. With coast-to-coast locations, Red Roof has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Japan. Whether business or leisure, short trips or extended stays, in the hearts of cities or on the road, Red Roof has a property for every traveler, delivering the best experience and value in the lodging industry. Red Roof is pet-friendly, as one well-behaved pet is welcome per room nationwide at no additional cost\*. Ranging from economy to midscale, the Red Roof portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, with enhanced amenities in clean, modern, comfortable rooms; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™; and Red Roof's dual-branded properties, providing guests and franchisees increased flexibility and added value. Red Roof offers franchisees [Genuine Relationships. Real Results.®](#) – a unique owner-operator experience establishing common ground with franchisees. Guests can go Beyond Free Nights® with the Red Roof industry-leading loyalty program, [RediRewards®](#). Hospitality goes beyond the hotel room through Red Roof's ESG program, Purpose With Heart<sup>SM</sup>— an umbrella for operating behaviors and policies— and Red Roof's legacy social responsibility program, [Room In Your Heart<sup>SM</sup>](#). For reservations, visit [redroof.com](http://redroof.com), call 800.RED.ROOF, or download Red Roof's free app for iOS and Android devices.

**Red Roof's Vision:** To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

*\*Pet accommodations policy may vary at some locations. To verify a hotel's pet policy, please review hotel information online at [redroof.com](http://redroof.com) or by contacting the hotel directly.*

### **MEDIA CONTACT:**

Elliott Mest  
MFC PR  
[elliott@mfcpr.com](mailto:elliott@mfcpr.com)