



PRESS RELEASE – FOR IMMEDIATE RELEASE

**RED ROOF® OPENS NEW CONSTRUCTION HOMETOWNE STUDIOS®
PROPERTY IN TAMPA, FLA.**

TAMPA, FLA., Aug. 28, 2024 — Red Roof®, the leader in economy lodging, has officially opened the HomeTowne Studios® Tampa – Airport at 6121 W. Sitka St. in Tampa, Fla. Developed in conjunction with owner and operator Dhruv Management, the newly built hotel adds 124 spacious extended-stay suites to the area and is designed to appeal to long-term visitors.

The HomeTowne Studios Tampa – Airport offers a number of amenities that guests will appreciate, such as modern kitchenettes with refrigerators, microwaves, stove tops, sinks and dining space; plush Serta beds; HD flat-screen TVs; free high-speed Wi-Fi; convenient guest laundry; an exercise room; a marketplace; a business center; and free coffee in the lobby.

Dhruv Management and its construction partner Dhruv Development also are building a HomeTowne Studios property in Bradenton, Fla., with four more HomeTowne Studios properties in various stages of development.

“The HomeTowne Studios Tampa – Airport is the first in the brand to feature the new prototype, which sets new standards for updated guestroom aesthetics as well as improved operational efficiency,” according to Red Roof President Zack Gharib. “Guests in central Florida have the opportunity to experience a new kind of economy extended-stay lodging—one that also meets the needs of the franchising community and of which we can all be proud.”

“Tampa is the perfect market to introduce the new and improved HomeTowne Studios, and Vijay Patel at Dhruv Management and Amit Patel at Dhruv Development, along with their teams, are the perfect partners in this endeavor,” said Matthew Hostetler, Red Roof’s Chief Development Officer. “This addition to the Red Roof family of hotels will offer guests a reimagined and elevated extended-stay experience.”

From its prime location next to FL-589, popular Tampa destinations are within easy reach, including Raymond James Stadium, Citrus Park Town Center, Busch Gardens, historic Ybor City, the beaches of Clearwater and St. Petersburg, Tampa Riverwalk, Keiser University Tampa and South University, Tampa. Tampa International Airport (TPA) and St. Pete-Clearwater International Airport (PIE) are a short drive away.

“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 HomeTowne Studios Tampa – Airport participates in RediRewards® from Red Roof that goes beyond free nights with benefits members can use every day! Members may use their RediPoints® on the RediShop® catalog for gift cards and/or other merchandise; RediSave® 30% on their room rate when they combine points with other payment; and have RediAccess® to discount coupons across thousands of retail, entertainment and service categories. The HomeTowne Studios Tampa - Airport also participates in Red Roof's RediClean® program, designed to help keep guests and staff safe.

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. Red Roof’s portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof’s dual-branded properties. Red Roof has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Japan. For more information, visit redroof.com or download Red Roof’s free app for iOS and Android devices. To learn about franchising opportunities, visit redrooffranchising.com.

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

Red Roof is a pet-friendly brand. Pet accommodations policy may vary at some locations. To verify a hotel's pet policy, please review hotel information online at redroof.com or by contacting the hotel directly.

MEDIA CONTACT:

Elaine Simon
Red Roof Franchising, LLC
7815 Walton Parkway
New Albany, Ohio 43054
216.375.4958
esimon@redroof.com