

FLORIDA'S POSTCARD INN ON THE BEACH SHOWCASES ITS NEWLY ENHANCED VINTAGE VIBE AND RESTAURANT – KITCHEN & BAR

ST. PETERSBURG, Fla. (March 29, 2016) – The newly renovated, Postcard Inn On The Beach -- a St. Pete Beach, Fla. beachfront, boutique hotel with a retro edge -- rolls out refreshed design following a multi-million dollar renovation. Reminiscent of the local surf vibe present at the original 1950's motel, the Postcard Inn On The Beach maintains a vintage theme while presenting enhanced guest rooms, amenities and restaurant and lobby redesign.

“At the Postcard Inn On The Beach, our vision through the renovation was to always maintain the integrity of our guest experience and ambiance, while incorporating an enhanced experience of fresh period décor and a new restaurant,” said Bob Sauerwine, General Manager Postcard Inn On The Beach. “Preserving the timeless charm and character of the hotel was a top priority and not only has that been accomplished, I believe we have even more elements that support the mood of the that era.”

The 1960s-inspired architecture and bohemian treatment reflects the laidback surroundings of St. Pete Beach, creating a hip, artful retreat for Florida Gulf Coast travelers. The updated interior presents a color palette of clean whites and light grays, complementing the cool and calming accent hues of blue. A refurbished hotel lobby reveals mellow vacationing at it's finest, with carefully crafted library bookshelves and mid-century furniture. The 196 rooms of the hotel each feature a unique interior feel that plays homage to an era of easygoing, coastal comfort complete with Tommy Bahamas bath amenities. Throwback artifacts such as distressed canvas art, surfer murals and classic longboards mounted to the walls contribute to the surfer-chic interior. The 31 renovated poolside rooms feature an entirely new space with updated furnishings and private front yards.

Serving breakfast, lunch and dinner, the new Boathouse Kitchen & Bar offers “Floribbean” style cuisine in a nostalgic atmosphere. New menu items enhance the typical beach fare, by showcasing Caribbean flavors with locally-sourced ingredients. Featured items include the *Island Pork Sandwich with pineapple rum barbeque*, *Macadamia Crusted Mahi Mahi*, *Key West Cioppino* and *Grilled Jamaican Jerk Chicken*. While enjoying one of the many entrees the Bar offers local craft brews on tap and in bottles. The Bar also features specialty Bloody Mary's, custom crafted cocktails and cold smoked old fashions.

Complementing the renovation is a new tiki hut - Beach Bar and Snack Shack – that provides guests a refreshing outdoor ambiance with a new state-of-the-art sound system and shaded picnic tables. A hearty list of beer, wine and liquor will delight beachside diners with house-made beer cocktails and handcrafted mojitos. Beach bar offers the perfect ambiance during sunset with live entertainment.

Natural light fills the 3,500 square feet of meeting and event space with upgraded décor. The outdoor gathering area overlooks a beautiful garden from the second floor deck. Among the top St. Pete Beach wedding venues, the Postcard Inn On The Beach offers the tranquil Gulf waters as a stunning backdrop for a beach wedding ceremony and reception of up to 1,000 guests, or an intimate venue that holds up to 200 guests in the rustic Garden Courtyard.

Postcard Inn On The Beach is located on Gulf Boulevard along St. Pete Beach amongst casual shopping and dining, while just minutes away from downtown St. Petersburg and Tampa. Offering easy access to plenty of local area attractions, including the Salvador Dali Museum, Tropicana Field, Raymond James Stadium and Busch Gardens amusement park.

Postcard Inn is owned by The Carlyle Group under the management of Ocean Properties, Ltd. (OPL), one of the largest and most dynamic, privately held hotel and resort management and development companies in North America

For more information on the reinvented Postcard Inn On The Beach, please visit the www.postcardinn.com, [Instagram](#) and [Facebook](#) or call 800.237.8918.

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