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## **TradeWinds Guy Harvey Outpost to Become RumFish Beach Resort**

*Resort rebranding will be completed by March 13*

ST. PETE BEACH, Fla. (Feb. 12, 2019) – TradeWinds Island Resorts has announced a rebranding of their Guy Harvey Outpost property on St. Pete Beach, just down the street from their TradeWinds Island Grand flagship property. When the current five-year licensing agreement with Guy Harvey ends on March 13, the rebranded property will be known as **RumFish Beach Resort by TradeWinds** and will continue to be owned and managed by TradeWinds. The newly named RumFish Beach Resort will maintain its “Florida lifestyle” theme, with a focus on local marine artists such as Thomas Krause. All current and future reservations and rates at the hotel will be honored and remain unchanged.

“Given the success of our RumFish Grill brand, this was a natural progression for us,” said Keith Overton, president of TradeWinds Island Resorts. “We’re thrilled to call the concept and brand our own and look forward to providing a more locally sourced experience for our guests.”

Following the change, TradeWinds plans to launch their own lifestyle brand that will feature clothing, artwork, beach apparel and other merchandise. Other popular “beach brands” such as Salt Life, Huk and other local brands will now be available for purchase throughout the resort.

The property is currently undergoing a room renovation, scheduled for completion at the end of February. The furniture will receive a fresh look and all rooms will receive new sofa beds, carpeting, fresh paint and upgraded bathroom mirrors and lighting. All soft goods will be replaced, including bedding, draperies and upholstery. The rooms will also receive new club chairs in the seating area, closet doors, sliding glass doors and windows. New beachfront balconies are being added to 56 of the rooms, while new railings and a coat of exterior paint will be added property-wide.

For additional information on TradeWinds Island Resorts, visit [Just Let Go](#) or call (866) JUST LET GO (587-8538).

*- TradeWinds -*

### **About TradeWinds Island Resorts**

The TradeWinds Island Resorts – the Island Grand and Guy Harvey Outpost – are located directly on the sugary white sands of the Gulf of Mexico on St. Pete Beach in Florida. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, fantastic family activities and programs and world class meeting and function facilities.