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The Singh Company Announces Isla Bella Beach Resort, New Independent, Luxury Hotel in the heart of the Middle Florida Keys, Opening Early 2019

The 199-guestroom 24 acre-oceanfront resort brings five-star amenities & unprecedented luxury to Knights Key in Marathon, Florida

MARATHON, FL (July 16, 2018) – A new era of luxury accommodations will debut in the Florida Keys in early 2019 with the opening of Isla Bella Beach Resort. Located on Knights Key in Marathon, Florida, at the threshold of the iconic Seven Mile Bridge, Isla Bella will be the crown jewel of developer Pritam Singh & The Singh Company’s hospitality portfolio, the culmination of over thirty years of real estate and hospitality development in the Florida Keys. Set on 24 acres of lush tropical landscaping, the 199-guestroom luxury resort will hold the distinction of being the first full service luxury hotel in Marathon, the single largest private waterfront of any hotel or resort in all of the keys and the first new resort build since Hurricane Irma impacted the destination in 2017. In addition to nearly one mile of private beach, this destination resort will boast; elevated design, full service spa, five food & beverage concepts, five swimming pools, over 20,000 sq ft of meeting and event space space, a marketplace, fitness center, on-site water sports, fishing pier, marina and stunning Atlantic Ocean views from all 199 rooms and suites. Isla Bella Beach Resort will deliver unprecedented luxury in a world class location, just over two hours from Miami and one hour from Key West, Florida, meeting travelers’ growing demands for modern luxury accommodations in the Keys. “From its unparalleled location to its private shoreline to an intuitive and luxurious design, Isla Bella Beach Resort will be the crown jewel of The Singh Company’s portfolio,” says Pritam Singh, Founder of The Singh Company, the largest and most

successful hotel real estate development and management company in the Florida Keys. “Over the past thirty years, I’ve had the privilege to help shape the hospitality landscape of the Florida Keys and am excited and honored by the opportunity to bring an experience like Isla Bella to the middle keys. As the hospitality industry continues to rapidly evolve, we strive to not just meet but exceed guest expectations and deliver authentic, destination-specific experiences that are luxurious, comfortable and most of all memorable.”

Isla Bella is poised to deliver an authentic, relaxing and unforgettable experience that redefines south Florida luxury travel. Upon arrival, a tropical garden of over 1,000 palm trees and lush native foliage winds through the grounds leading each guest into paradise. The resort features a fresh and contemporary interior design that’s inspired by the distinct beauty of the coral cay archipelago that make-up the Florida Keys seamlessly blended with a touch of coastal Mediterranean style. The public areas of the hotel are designed to bring the outside in through unobstructed, panoramic Atlantic Ocean views that are complemented by sun-soaked sand and earth tones, natural wood and eclectic modern furnishings that one may find in a luxuriously, well-appointed beach house.

A transformative arrival experience continues as guests enter the lobby and are greeted by ocean views and a wrap-around veranda from which to survey their new home away from home. From the lobby, guests can choose to retreat to their guestroom, slip into one of five oceanfront swimming pools, relax on a 200 foot private sandy beach, enjoy a meal at one of four diverse dining outlets or rejuvenate at Il Mare Spa. Service is intuitive and amenities abundant, in the form of elegant fire pits, beachside games to the likes of bocce, croquet and oversized chess, hammocks, complimentary bicycles, on-site watersports, guided fishing expeditions and more.

Guestrooms & Suites:

Three-story residential style structures span the property’s 24 acres and feature classic Keys design elements in the form of decorative archways, reclaimed ship wood, clapboard exteriors and open breezeways emphasizing the beauty of indoor outdoor living and the surrounding ocean. The property features 199 contemporary and stylish accommodations, including 108 luxe guestrooms, each over 550 sq. ft., and 92 one-five bedroom suites, each with over 9’ ceilings, spa-like bathrooms, unobstructed south-facing ocean views and a private outdoor living space ranging between an additional 80-140 sq. ft., outfitted with lounge-style furnishings. Suites will feature a separate living area with a pullout queen sleeper sofa that can be combined with adjoining rooms to accommodate up to 14 people depending on the desired room combination. A number of suites will also feature a fully equipped kitchen. Singh’s signature design moniker of blending timeless with tradition is evident in each guestroom where modern-meets-classic coastal motifs create a warm and inviting authentic Florida Keys aesthetic. A tiled entryway exudes a residential vibe while a delicate balance of rich ivory painted wood furnishings and plush bedding are accented by ocean blues and turquoise fabrics,

woven wicker, nautical themed décor and locally sourced artwork that draws inspiration from the Keys' natural environment. Additional guestroom amenities include high speed Wi-Fi, keyless entry, *Innspire* guest technology, on-demand minibars and luxurious bath amenities.

Food & Beverage & Social Spaces:

Featuring a collection of four unique food and beverage outlets, Isla Bella will offer a taste for every palate. Each space will lend itself to an alfresco dining experience allowing guests and locals alike to enjoy everything from a formal sit-down dinner to a quick bite set against a beautiful oceanfront backdrop and the warm south Florida sun. Pizza on the beach, cocktails by a firepit, snacks beside the pool – all topped off with a classic Florida Keys sunset.

Il Postino – Open for breakfast, lunch and dinner, Il Postino will be a Neapolitan-style Italian restaurant that serves up hand-made, Neapolitan pizza from a traditional wood-fired oven and fresh pastas alongside modern day interpretations of classic Keys cuisine. Guests can enjoy cocktails and conversation at the bar, a romantic dinner in the dining room or an oceanside table on the expansive outdoor patio. The name pays homage to the former post office that existed on Knights Key dating back to 1906.

The Beach Bar – Dig your toes in the sand with a cocktail in hand at this beachside enclave just steps from the sparkling Atlantic Ocean. A menu of fresh seafood and other treats will pair perfectly with the cocktails and the view along with a side of daily live music entertainment.

The Burger Palace – Located adjacent to Isla Bella's main pool, The Burger Palace is a made-to-order casual eatery offering gourmet burgers and sliders, grilled to perfection.

Manatee Bay Marketplace – A hub of social activity, this multi-purpose setting will serve as a quaint café and waterfront coffee shop as well as the resort's signature store featuring a finely curated shopping experience. Manatee Bay Marketplace will also be the starting point for which guests can choose a watersport adventure or aquatic activity.

Meeting & Events:

The possibilities are endless at Isla Bella when it comes to planning the perfect group incentive, meeting, event or wedding on both a large and small scale. From a dedicated indoor meeting center to a plethora of nontraditional outdoor venues, the sky is the limit and the ocean sets the stage to inspire every host and attendee. The resort's world class location lends itself to incorporating memorable experiences into each day, from team building activities like a brainstorm session on the pier to spectacular sailing, fishing, snorkeling, diving and adrenaline pumping water sports.

Hibiscus Center – Featuring 4,000 sq ft designated and versatile event space, the Hibiscus

Center will offer breakout room capabilities, cutting edge technology, intuitive service and creative catering in a modern indoor and outdoor setting.

Il Mare Spa:

This 4,000 sq ft tranquil and luxurious full-service spa will feature a serene relaxation room and six dedicated treatment rooms for which to enjoy a menu of signature treatments for both woman, men and couples. Slip further into paradise with a visit to the steam room, a custom facial or an outdoor treatment where the subtle sounds of ocean waves personify relaxation.

Fitness Center - A 1,000 sq. ft. Fitness Center is adjacent to Il Mare Spa and offers the latest in fitness technology for a full-body or cardio workout. The space will be outfitted in state of the art Peloton treadmills and bicycles alongside a range of free weights and other exercise equipment.

Isla Bella Beach Resort is located at MM 47, at the entryway of Marathon's iconic Seven Mile Bridge and two hours from Miami and one hour from Key West. Nestled on Knight's Key, the 24-acre resort enjoys a private shoreline and unparalleled views of both the Atlantic Ocean and the Gulf of Mexico. It is conveniently located minutes from the Marathon International Airport alongside the best attractions, dining and experiences the Middle Keys has to offer. Rates will start from \$399.00 per room per night. For more information, visit www.IslaBellaBeachResort.com or find us socially [@IslaBellaBeachResort](https://www.instagram.com/IslaBellaBeachResort).

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