



MARKETING COMMITTEE

Amanda Auer Aileen Band Jim Barggren Donna Boucher
John Boutin Robert Czyszczon Russel Dion Jacqui
McPhillips Ashley Mileschkowsky Dave Taylor

Exceptional Lodging – Extraordinary Value

Recognition pays.

A huge CONGRATULATIONS to all of you that have put the time, effort and money into your properties to proudly have the world recognize you as tops in your field.

That pride of ownership and desire to excel is what it takes to be a Florida Superior Small Lodging property. We are the elite, we are the ones setting the standard in guest satisfaction, and yet we are still acting and feeling like individual properties.

There is strength in numbers and we as SSL properties are 180 strong but are meek in using our strength. SSL properties tend for the most part to be in the top 5 ranked properties in their areas or categories on TripAdvisor. Ever wonder why? Because we work darn hard to achieve this distinction. How many non SSL properties do you know in your area that voluntarily go through an inspection every year? None you say? All SSL properties do and that makes us better. How many of you proudly post your inspection report on your web site or link to it on Facebook? It's a really big deal and tells the world "don't take my word for it. I'm certified clean!"

When independently owned hotels get a "Chain Flag" you can bet that they shout it to the world and use every advantage they can from that flag to increase their position and revenues. Well you have a Flag, a very exclusive and well recognized flag by most all tourism officials and agencies which gives SSL properties a huge advantage over non SSL properties. But Florida tourism offices are not enough, its time that tourists know how Special we are and the first step starts with you.

All of us need to develop the attitude and be shouting it in all our advertising and media platforms that "I am Superior Lodging Property and my name is XYZ Hotel." That small difference will pay off big for all of us and all it takes are a few simple changes.

As an example of the small changes that one of our properties has made is to put the SSL logo as part of the signatory of every email that is sent out.



Exceptional Lodging - Extraordinary Value

This same linkable logo is prominently displayed on their website and will soon be on their Facebook page. Plus the logo will be incorporated into all their advertising. They do post their annual inspection report and their awards.

When all of us embrace a new attitude SSL will be a recognizable "Flag" and this recognition will PAY.