



SUPERIOR SMALL LODGING ASSOCIATION BENEFITS

Web Site:

Manage your property listing on our powerful, interactive website, SuperiorSmallLodging.com, which includes:

- A full description of your property including:
 - Amenities
 - Unlimited photos and videos
 - Google Map and Street View
 - Special offers and “Hot Deals”
- Trip Advisor reviews linked from TripAdvisor directly to your profile page.
- Optional participation in our central booking system, giving you the option to book rooms while also creating additional revenue streams through the power of internet commerce

Property Review Program:

The inspection process is a very powerful resource tool that can assist you in identifying your strengths and possible weaknesses. It is not a surprise that 93% of Superior Small Lodging members achieve TripAdvisor review scores of 4.0 and higher – and 20% have a perfect score of 5.0!

Your property will be inspected annually by an independent inspection company.

- To remain a member in good standing your property must pass the annual inspection.
- A score of 100% in housekeeping earns the coveted White Glove Award
- You will receive a detailed report of the inspector’s findings, detailing strengths and weaknesses, allowing you to take your property to the next level.

Branding & Use of Logo:

The Superior Small Lodging branding and logo are recognized as the “Good Housekeeping Seal of Approval” for small lodging properties. Additionally, the Donal A. Dermody White Glove Award is a special recognition to select properties for outstanding housekeeping by scoring a 100% on their annual inspections.

Display the Superior Small Lodging logo and awards in all of your promotional advertising and marketing materials.



Signage:

Displaying a Superior Small Lodging sign at your property will add credibility and recognized brand awareness to the traveling public. Your first sign will be provided free of charge. Additional signs may be purchased at a nominal charge.

Marketing:

Superior Small Lodging is a non-profit organization where our members are the stakeholders. The vast majority of the revenue collected through annual dues is dedicated to ~~the~~ our marketing program with the purpose of educating travelers on the benefits of staying at a SSL property and driving potential guests to our members websites.

Tasked with the responsibility of creating and implementing an innovative marketing plan is the SSL Marketing Advisory Committee (MAC). Made up of a diverse and creative team of volunteer property owners like you, this committee meets bi-weekly via a webcast call. Led by the SSL Marketing Director, a professional marketer, MAC members meet to collaborate and execute innovative marketing programs aimed at addressing the unique challenges of marketing small properties globally at deeply discounted rates.

Directory Listings:

- **State Directory:**

Your property will be listed in the Superior Small Lodging State Directory, distributed at:

- All Visit Florida Welcome Centers,
- Trade shows
- To all member properties

- **Destination Directory:**

Some of our member Destination Marketing Offices (DMOs) or Convention & Visitors Bureaus (CVBs/VCBs) support SSL by creating local directories consisting solely of SSL member properties. Should your property be located in one of those destinations it will be automatically listed in the SSL directory for that destination and distributed through that destination's marketing plan.

- **Press Releases:**

Superior Small Lodging purchases press releases in bulk and makes them available to members at deep discounts. Want to get the word out about something special happening at your property? Sending a well written Press Release is the way to let the world know.



- **Banner Advertising:**
Banners on specific websites and blogs have proven to be a successful and inexpensive way of driving visitors to SSL member websites.
Current placement available on:
 - AuthenticFlorida.com
- **Co-Op Marketing and Advertising**
Co-Op marketing is a very powerful way for small businesses to get exposure and business. By marketing collectively we are able to keep prices down and get your property known to more people who are looking for exactly what you have to offer.

Look for our emails detailing Co-Op marketing opportunities in a variety of email and online venues.

Member Discounts:

Membership

Visit Florida

is offered to SSL members at a reduced price in an effort to allow you to expand your marketing and advertising base. It puts you on another website and offers you many marketing and advertising opportunities depending on your level of participation.

Florida Restaurant and Lodging Association is available at a reduced price, which also enables you to keep a pulse on the lobbying efforts in our industry and also allows you to automatically become a member of the American Hotel and Motel Association, being present on yet another website.

Website/Booking Engine

Though an exclusive arrangement with Loyal Listing, the web company that is developing the new SSL website, we have negotiated deep discounts for property Websites, Booking Engines and Property Management Systems (PMS). More exciting innovations and offers will follow as we execute new phases of the website.

Marketing Discounts – see ‘Marketing’ above for program details

- **Press Releases**
- **Banner Advertising**
- **Co-Op Marketing and Advertising**



Member Lodging Discount Program:

Enjoy Stay-cations at participating Superior Small Lodging properties around Florida at reduced rates. Open to all SSL members and their employees.

Member to Member

Referral Program:

No room at the Inn? Have a guest traveling to a different part of the state? Superior Small Lodging members are encouraged to refer from within. Be confident when referring a guest to another member property and support your fellow SSL members. Together we will educate the traveling public that there are quality alternatives to the larger corporate flagged hotels.

Networking:

Superior Small Lodging members have an enormous advantage over the go-it-alone small lodging properties.

Working as collective gives members' years of experience they can rely on from other members. You will enjoy;

- Educational seminars
- Social gatherings
- Charitable events
- Award luncheons
- Meet and Greets
- The annual conference

These are just a few opportunities to network with other members to discuss the latest trends or favorite vendor opportunities.

As a Superior Small Lodging Member you are never alone.

Education:

We know firsthand how demanding managing your property is. Keeping up with the latest industry news, innovations, social media and marketing trends can be extremely challenging and overwhelming. Our monthly "**News You Can Use**" newsletter is designed to keep you up to date on what you need to know.

Soon we will have educational programs and helpful tools in place to assist members in managing their properties more efficiently and profitably.



Annual State Conference:

Attend the SSL Annual Conference to network with fellow innkeepers and gain important knowledge to help you successfully manage your property.

- Educational seminars
- Trade Show

Power of the Collective:

There is power in numbers and Superior Small Lodging is constantly negotiating discounted rates with vendors on hotel related products and services, marketing opportunities and anything we can think of to assist our members.

Let us know if there is a product or service that you are looking for and we will be happy to research it for you.

Superior Small Lodging “Gives Back” Programs

- Charitable room night donations giveaways
- Annual Open House Toy Drive
- Humane Society – Pet Friendly Hotels - STEP UP

Emergency Disaster Plan:

- Do you have an emergency disaster plan in place?
- Do you know what to do during a mandatory evacuation to protect your property and yourself?
- Do you know how to support your neighbors in a disaster without creating a financial hardship on your business?
- Do you know what to do or who to call first if your property suffers damage during a disaster?

The Superior Small Lodging Emergency Disaster Program can assist keeping you notified of emergency situations and assist in putting a plan in place.

Unprecedented Support:

The SSL Board of Directors is made up of member property owners and staff, representatives from Destination Marketing Offices (DMO's) and Convention & Visitors Bureaus (CVB's/VCB's) throughout the state who are all committed to the common goal of educating the traveling public that Superior Small Lodging properties are an excellent alternative to the larger flagged corporate hotel chains.



Our unique relationship with these County CVB's, VCB's and DMO's gives Superior Small Lodging members unprecedented support in those destinations. DMO's encourage and support SSL members to participate in developing programs and marketing opportunities that are designed to insure that the smaller properties are well represented in their destinations and get their fair share of the benefits that the tourist tax revenue supports that often favors the larger flagged corporate hotel chains.

Additionally, those counties that enjoy DMO support are able to form local Superior Small Lodging destination chapters in accordance with the FSSLA state by-laws. These local destination chapter members have a unique opportunity to take a lead role in shaping tourism in their destination through the close partnership developed with their DMO's, CVB's and VCB's.

Marketing Director:

Superior Small Lodging contracted with Gilda Steiger of GNE Consultants to lead the Marketing Committee (MAC). Ms. Steiger is a marketing professional who has successfully been marketing hotels since 1997.

Gilda is constantly sorting through all marketing media opportunities for the most cutting edge and innovative opportunities while negotiating and vetting opportunities to maximize our marketing budget.

Contact Gilda with any marketing ideas or questions and she'll be happy to discuss them with you.

If a vendor is trying to sell you a marketing opportunity call Gilda before you commit. She is available to consult and assist in vetting the vendor and possibly able to negotiate a better financial arrangement using the power of the SSL collective.

Executive Director:

With over 30 years experience in the hospitality and tourism industry, spending the last 15 years as the owner and General Manager of a multiple award winning Superior Small Lodging property, Scott Rivelli signed on as the Executive Director of Superior Small Lodging in December of 2013.

In addition to managing the daily operations and orchestrating the many facets of Superior Small Lodging, Scott is constantly advocating on behalf of SSL to strengthen and grow the association to its fullest potential as a leader in Florida tourism.