



Membership Benefits

What Can We Do For You?

RESPECT

We understand how much time, thought, money, and effort you put into your quality, small property. SSL was created to provide you the Respect that YOU and YOUR PROPERTY deserve.

RECOGNITION

You want your property to stand out from others. The Superior Small Lodging seal of approval is recognized by Travelers, other Local Businesses, and Tourism Professionals, and is **Proof that your property is exceptionally clean and well-maintained, and that guests are assured of an outstanding, quality visit.**

VISIBILITY – INCREASED TRAFFIC TO YOUR PROPERTY AND ITS WEBSITE

There are a myriad of ways for travelers to find information about hotels in print and online.

SSL is here to help provide your property **GREATER VISIBILITY** in **ONLINE TRAVEL SEARCHES** and seeks to **TARGET EXACTLY THE RIGHT GUEST** who is actively seeking and will be most satisfied by the unique experience your quality, small property provides.

The SSL website has consistently provided some of the most highly qualified referrals to member properties with such visits demonstrating high engagement on property websites and strong intent to book.

Your membership provides a prominent listing on floridassl.org, including:

- Direct link to your Property's Website searchable by location, description, amenities, and special offers
- Powerful Click-to-call function to provide immediate referrals to your property
- Googlemap and StreetView images
- TripAdvisor Reviews in real time

Regional and statewide marketing co-ops

SSLoF partners with several CVBs throughout Florida who also actively promote our unique collection of quality, small hotels via their websites and printed marketing materials.

AS A SUPERIOR SMALL LODGING MEMBER, YOU ARE NEVER ALONE

Anne E Sallee - Executive Director - Superior Small Lodging of Florida

Email: Anne@SuperiorSmallLodging.com Office: (954) 895-4777 Mobile: (954) 253-0850

Website: www.FloridaSSL.org Mail to: 5415 Lake Howell Rd #239, Winter Park, FL 32792



Membership Benefits



RESOURCES and Member DISCOUNTS

Recommendations and DISCOUNTS for products and services your business needs, including furniture, mattresses, linens, guest amenities, photography and video services, logo items, insurance, and marketing

SUPPORT

- Educational, marketing, and political support through monthly educational emails
- Webinars on high-demand operations and marketing topics
- Political representation on the local, state, and national level through our partnership with the Florida Restaurant and Lodging Association (FRLA).

VisitFlorida Membership – SSLoF members receive a \$100 discount on VisitFlorida membership and a profile on the official Florida state website, VisitFlorida.com

Requirements for Membership:

- Independent Lodging Property 75 rooms/units or less.
- Not affiliated with a hotel brand.
- Passing score on an annual review of housekeeping, maintenance and guest services

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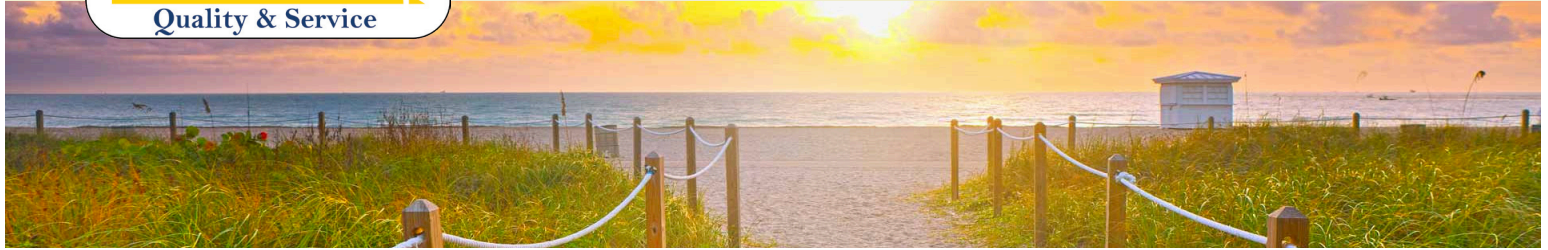
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SSL QUALITY ASSURANCE PROGRAM

The annual SSL property review evaluates a property's housekeeping, maintenance, security, and guest services. A passing score demonstrates that the property is clean, secure and provides a quality guest experience. A minimum score of 85% is required in the Housekeeping section. A score of 100% in Housekeeping earns the property a "White Glove Award" for the year.

WHITE GLOVE AWARD

Properties who achieve the coveted "White Glove Award" receive special commendation including:

- A plaque to Proudly Display at your front desk
- An icon to Proudly Display on your website and marketing materials
- The right to call your property a "Certified White Glove Award Hotel"



BRANDING, USE OF LOGO AND SIGNAGE

Member properties receive attractive, eye-catching signage to demonstrate their achievement and membership in the association

A SSLoF logo is provided for properties to proudly display on their website and include in all their printed sales materials and emails.



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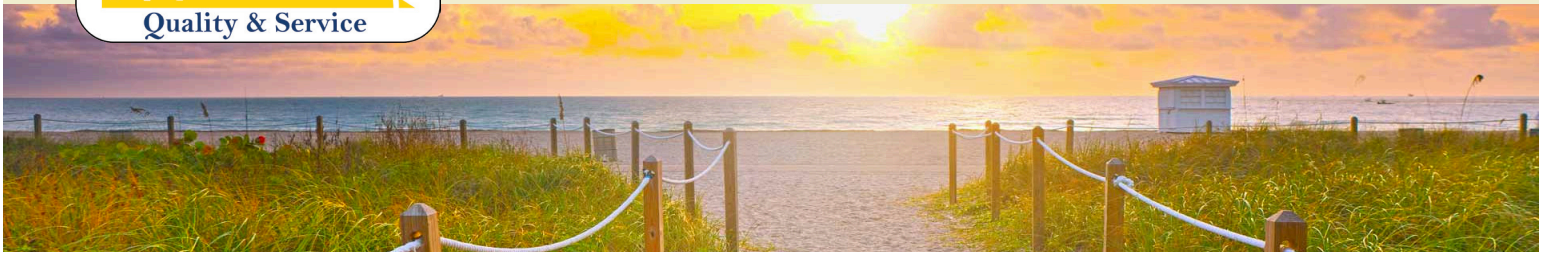
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Fun and Educational Opportunities to Learn and Enjoy the Camaraderie of other Small Hoteliers

SSLoF Annual Conference

A Great Opportunity to take a much-needed break, enjoy a beautiful locale, meet like-minded hoteliers.

Get up to date on ways to save your business time and money, trends in hotel furnishings, promising new marketing opportunities, and many other exciting topics that make your work easier and bring value to your business.

MEMBER LODGING DISCOUNT PROGRAM

Enjoy getaways to participating Superior Small Lodging properties around the state of Florida at special rates.

A Very Valuable Benefit to You AND EACH OF YOUR EMPLOYEES.

REFERRAL PROGRAM

No room at the Inn? Have a guest who will be traveling to a different part of the state? Refer your guest to another SSLoF property, and gain referrals to your property from other hotels.

Affiliated Partners:



**FLORIDA
RESTAURANT &
LODGING
ASSOCIATION**



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