



Welcome!



Thank you for your interest in becoming a member of Superior Small Lodging of Florida (SSLoF). We're excited you are considering becoming a member of our SSLoF family of Florida Innkeepers.

Superior Small Lodging of Florida is the nation's largest and oldest organization dedicated to serving small, owner-operated hotels, resorts and inns. Established in 1989 to provide recognition and increased visibility for small, boutique inns, resorts and hotels, SSLoF is a strong partnership of unique lodging properties offering a high level of cleanliness, comfort, and service.

Our interactive, powerful website, www.floridassl.org, with its "Click to Call" function, enables members to manage their property listing, present special offers, and delivers a substantial number of high-quality referrals to member websites and calls to member properties.

RESPECT, RECOGNITION, and RESOURCES are the hallmarks of our association.

Once your membership is approved, you will join a powerful network of small property owners with similar goals and many years of experience.

We've developed powerful partnerships with several Destination Marketing Offices (DMOs), Convention & Visitors Bureaus (CVBs) throughout the state. Our partnerships include FREE membership for SSLoF members, in the **Florida Restaurant and Lodging Association (FRLA)** – a **\$175-\$275 value**. More information is available at www.FRLA.org.

Numerous BENEFITS of SSLoF membership include:

- SSLoF property signage denoting your property as an exceptionally clean and well-maintained small lodging providing a quality guest experience
- **SSLoF LOGO to proudly display on your property's website, printed sales materials, and emails**

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



Welcome!

Numerous **BENEFITS** of **SSLoF** membership include:

- Educational Resources
- Recommendations and Discounts for service providers and suppliers
- Phone and email support
- Regional and statewide co-op marketing programs
- Opportunities to meet other small hotel operators to share experiences and expertise
- Annual Conference – Learn about Cutting-edge Industry Best Practices, Trends in Hotel Furnishings, Operational Tips, and New Marketing Opportunities
- **Member Lodging Discount Program – Enjoy Relaxing and Fun Getaways to other participating member hotels – A Very Valuable Benefit to You and Each of Your Employees**
- \$100 discount on VisitFlorida membership and a profile on the official Florida state website, VisitFlorida.com
- Join a Committee – Meet other hoteliers and share your knowledge

Membership Requirements

Lodging properties must be independently owned and operated and contain 75 rooms or less.

SSLoF members must meet Superior Small Lodging of Florida guidelines and pass the annual review with an overall score of 82% or higher and a housekeeping score of at least 85%.

SSLoF member properties that score 100% on housekeeping receive the prestigious “White Gove Award” and special recognition.

A NEW Fast-track Membership is available to enable you to Immediately Join and Enjoy All SSLoF Benefits, including a Listing on the SSLoF website within 1 week.

We look forward to having you join us as a Superior Small Lodging of Florida member and will support you in every way to ensure your success.

If you have any questions or need additional information, do not hesitate to contact me.

Sunny Regards,

Anne E. Sallee

Executive Director

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