



The Superior Small Lodging Association

AS A SUPERIOR SMALL LODGING MEMBER YOU ARE NEVER ALONE



The Superior Small Lodging Association

What is SSL?

- Not-for-profit association dedicated to serving the interests of small lodgings and their proprietors in the state of Florida
- Established in 1989 in Broward county
- Brings brand awareness to unique lodging properties that offer a high level of service, comfort and cleanliness
- Gives member properties political, educational and marketing support
- “Power of the Collective” helps members attain discounts and other advantages with industry vendors and suppliers.
- **Requirements for membership:**
 - Under 75 rooms
 - Undergo and pass an annual inspection

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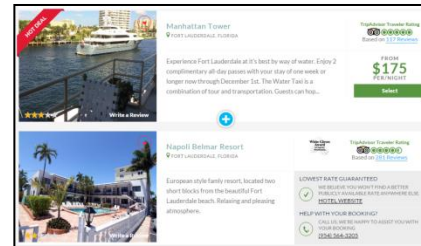
Benefits of Membership



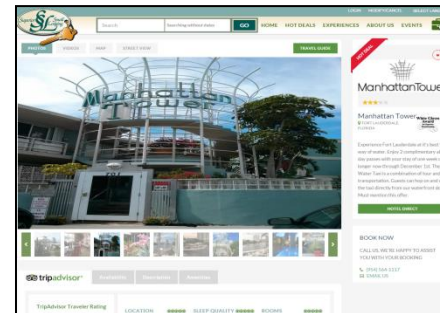
Website: SuperiorSmallLodging.com

Membership includes a full listing on the SSLA website SuperiorSmallLodging.com

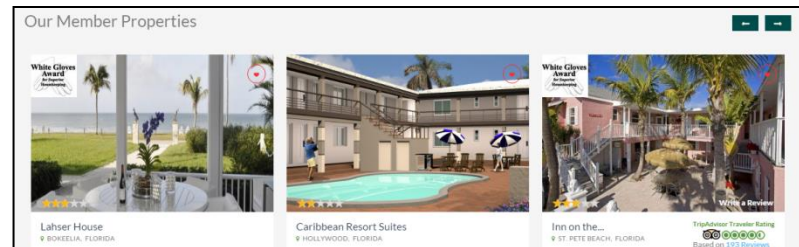
- Visibility on the Search Results Page
 - Iconic photo
 - Short description
 - Special discounts/Hot Deals if any
 - White Glove icon, if applicable
 - TripAdvisor Review score
 - Link to full property profile



- Property Profile Page
 - Unlimited images and videos
 - Amenities
 - Google map and Street View
 - TripAdvisor Reviews in real time
 - Optional participation in the SSL booking platform which includes the ability to add additional revenue streams through booking ancillary items such as attractions, services, gift shop items etc.



- Home Page
 - Feature Listing "Our Properties"



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PROPERTY REVIEW PROGRAM AKA - Inspection

Two of the basic questions of travelers before choosing to stay at a small, independent lodging are the questions:

- “Is it clean?”
- “Is it secure?”



- What does it entail?
 - Annual inspection by an independent inspection company.
 - If you achieve a score of 100% in the Housekeeping portion of the inspection you will earn the coveted White Glove Award.
 - You will receive a detailed report of the inspector’s findings, detailing your strength and weaknesses, allowing you to take your property to the next level
 - Should your property fail to pass inspection you will be placed in the Superior Small Lodging **Hotel Improvement Program (HIP)** where you will receive mentoring to enable you to correct the problem.

The inspection process is a very powerful tool that can assist you in identifying your strengths and possible weaknesses so that your property always meets and exceeds your guests expectations.

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WHITE GLOVE AWARD



Given to those members who have a 100% score in the Housekeeping portion of the inspection.

You receive:

- A plaque for your front desk
- An icon for your website and marketing efforts
- The ability to call your property “An award winning hotel”.

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BRANDING, USE OF LOGO AND SIGNAGE

The Superior Small Lodging Brand is recognized as the “Good Housekeeping Seal of Approval for small lodgings

Physical Signs:

- Front Desk
- Outside your door or on your property (in the process of being updated with the new logo)

Digital Icons:

- Your website
- All marketing and advertising efforts



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The Superior Small Lodging Association MEMBERSHIP

Political and Educational:

Florida Restaurant and Lodging Association (FRLA)

As a member of SSL you are automatically a member of FRLA and are entitled to all political and educational tools available

Marketing:

VisitFlorida

Members of SSL receive a \$100 discount on VisitFlorida membership
Cost: \$295

- Enhanced listing on VisitFlorida.com and in the Florida Guidebook
- Key icon signifying SSL membership appears next to your name

All members of SSL receive a simple profile on VisitFlorida.com; SSL members who are also members of VisitFlorida receive an enhanced listing.



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The Superior Small Lodging Association EDUCATION

- **MONTHLY NEWSLETTER**
- **TIMELY E-MAILS**
- **MESSAGES FROM SCOTT RIVELLI, THE EXECUTIVE DIRECTOR**



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MEMBER DISCOUNTS

DISCOUNTED MARKETING/ADVERTISING:

- Members of the Superior Small Lodging Association receive negotiated discounted rates for Pay Per Click advertising on travel sites such as atraveldeals.com.
- Discounts have been negotiated for SSL members at the following marketing/advertising venues:
 - **Resorts & Lodging**
 - **Florida Backroads Travel**
 - **Sherman's Travel**
 - **Budget Travel**
 - **Authentic Florida**
 - **More...**

CO-OP MARKETING/ADVERTISING:

During the course of the year many co-op marketing opportunities become available for SSL members both regionally and state-wide. This allows our members to participate in marketing and advertising that you might not be able to afford on your own.

Pay attention to the emails that you receive to make sure that you don't miss the opportunity that is right for you.

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MARKETING ALLIANCES



GOOGLE BUSINESS LISTING/MY BUSINESS LISTING

- **Google listing verification: FREE** for SSL members
- 25% discount on all services
- Keyword Tracking and Monthly reporting for influence of Business Listing visibility
- Upload all location specific information and branded content, such as business photos, location URL's, operating hours and service areas
- Category grouping, synchronization and optimization
- Creation of targeted "Collections" on Google listing
- Monthly reporting for each location's analytics and stats
- Ongoing consultation for On-site SEO and other growth opportunities
- Monthly Management of up to \$1,000 in Google PPC Ad Spend (Per location)



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MARKETING ALLIANCES

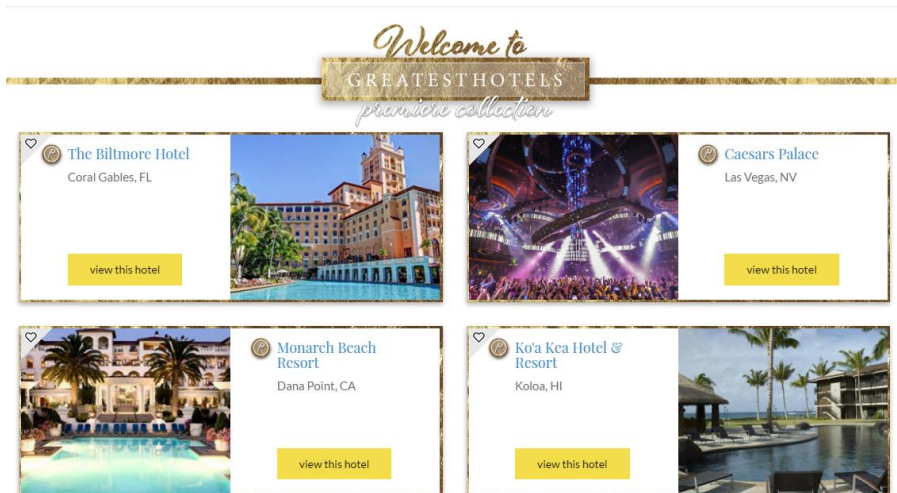
GREATEST HOTELS

For upscale members:

Goal is two-fold: drive new direct business and relationships, as well as put control of that new relationship back into hotelier hands starting with the booking

Compete with the 4 and 5 star resorts in your area

- Featured property in teaser & promotional emails targeting “look-alike” luxury prospects developed with Experian modeling
- Featured property in Greatest Guest e-newsletter to opt-ins and retargeting
- Premiere greatesthotels.com listing in the appropriate destination section
- Social postings on Greatest Hotels’ branded accounts
- No commission - booking is on your website.
- Discounted Cost: \$50/month



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MARKETING ALLIANCES

Evolve Vacation Rental Management

For smaller properties who use vacation rental networks

- HomeAway
- VRBO
- Airbnb
- Tripadvisor
- Flipkey

- Management of these channels for a 10% commission
- No cost to join
- No long term commitment



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MEMBER DISCOUNTS

DISCOUNTED RATES WITH ALLIED MEMBER VENDORS:

Superior Small Lodging has negotiated rates with our Allied Members for goods and services that are necessary for the management of your property. Types of goods and services include:

- Photography
- Videos
- Furniture
- Insurance
- Logo'd items
- Restoration Services
- Marketing
- Mattresses
- Bedding and Linens
- Toiletry Items
- More...



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The Superior Small Lodging Association NETWORKING

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.

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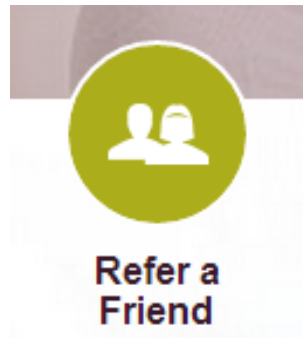
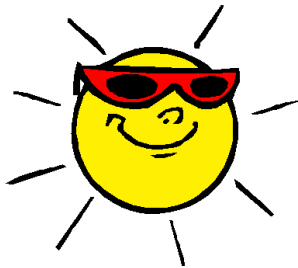
MEMBER-TO-MEMBER

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

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.



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“GIVE BACK” AND EMERGENCY DISASTER PLAN

SUPERIOR SMALL LODGING “GIVES BACK” PROGRAM:

- 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



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UNPRECEDENTED SUPPORT

GET INVOLVED ON A LOCAL LEVEL!

Destination Marketing Organizations around the state are tremendous supporters of the Superior Small Lodging Association

Get involved in your SSL chapter and take a leading role in advocating for the small, independent property in your destination!

Use the power of the co-op to market on a destination level





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THANK YOU!

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