

# Fresh Look for Florida's Only Statewide Independent Hotel Association

*Superior Small Lodging of Florida debuts its new look and website*

WINTER PARK, FLORIDA, USA, April 5, 2018 /EINPresswire.com/ -- The [Superior Small Lodging](#) Association is a unique quality assurance, marketing, and trade association serving two closely related markets; the travelling public and the independent boutique lodging market. Thirty years ago, small independent hotels, mostly mom and pop businesses, in Southeast Florida were threatened by a proposed loss of the Spring Break Business as a city government took measures to change the image of its destination. Out of that perfect storm grew the Superior Small Lodging Association.



Since 1988, our members, have worked together to share ideas, trade contacts and leverage their combined size and strength to create powerful marketing partnerships, reaching out to attract travelers across the globe to stay in their unique properties, many returning year after year. With our Annual White Glove Inspections, Superior Small Lodging is recognized as the certifying agency setting the standard for Superior Small Independent Lodging Properties, providing big experiences one guest at time.

Industry reports, studies and news for the past ten years have struggled to explain the lure of the independent boutique property. Superior Small Lodging exemplifies the definition this sector. Superior Small Lodging properties are sophisticated, casual, elegant, retro, modern, urban, off the beaten path, and more! We have something for everyone, from the Panhandle to the Keys - Exceptional Lodging, Extraordinary Guest Experiences.

As we approach our 30th year, we've hit the refresh button to attract discerning visitors looking for a vacation experience with a personal touch and an assurance of quality. We have rolled out a fresh new logo and created a brand-new website that will work with our social media and marketing partners to help attract travelers to our properties and drive traffic to our members. Superior Small Lodging works closely with the destination marketing organizations around Florida, such as:

- Visit Florida
- The Greater Fort Lauderdale Convention & Visitors Bureau
- Visit St Pete Clearwater
- Lee County Visitor and Convention Bureau
- Florida's Historic Coast, St. Augustine, Ponte Vedra & the Beaches VCB
- Daytona Beach CVB

We invite you to visit our new website, [www.FloridaSSL.org](http://www.FloridaSSL.org), to see what we've done! While you are there, explore our member properties and let us know which one you'd like to visit. Follow our link to Facebook, like our page, and tell us which property is your favorite. On May 1st, we'll select one winning entry for a 3-night stay at their favorite property!

Superior Small Lodging of Florida is an association of small lodging properties (75 rooms or less) independently owned and located in Florida, from the Panhandle to the Keys.

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This press release can be viewed online at: <http://www.einpresswire.com>

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