

**FOR IMMEDIATE RELEASE**

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## **Superior Small Lodging: *Because bigger doesn't mean better***

**LEE COUNTY, FL** – Representatives of the Florida Superior Small Lodging Association (SSL) recently announced 22 Lee County hoteliers have successfully qualified for the distinguished SSL designation. The SSL certification is a statewide hospitality recognition program.

In addition, 11 of the 22 total SSL properties (50 percent) inspected by the Property Review Program (PRP) qualified to receive the coveted Donal A. Dermody White Glove Award for best practices in housekeeping. Properties must receive a score of 100 percent for all components of the housekeeping inspection to be eligible to receive the White Glove Award.

### **Superior Small Lodging Program**

Eligibility for participation in the Lee County SSL program is restricted to accommodations with 50 room units or less. Properties must hold a valid hotel, motel, inn or bed and breakfast license and pay all applicable state and local taxes related to the operations of an accommodation.

The SSL inspection program and designation is designed to provide travelers with an easily identifiable symbol to demonstrate that the accommodation is a “clean, safe and well managed small lodging establishment, offering friendly ambiance and personal service.” All property review inspections are conducted unannounced and can be repeated periodically and randomly to ensure that SSL program standards are being maintained.

The passing grade for participation in the program is 82 percent and is based on a comprehensive review process of six different property attributes:

1) registration/operations/public places, 2) guests accommodations, 3) bathrooms, 4) bathroom supplies, 5) kitchens, and 6) property exterior. These six categories are further delineated with

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numerical scoring to create the 343 total point inspection system.

Lee County properties recognized by the SSL hospitality recognition program include:

**Bokeelia, Cape Coral, Fort Myers, Matlacha & St. James City**

Bokeelia Tarpon Inn – White Glove Award

Casa Loma - White Glove Award

Fountain Motel - White Glove Award

Matlacha Island Cottages

Two Fish Inn

**Fort Myers Beach**

Beach Shell Inn - White Glove Award

Manatee Bay Bed & Breakfast - White Glove Award

Matanzas Inn

Shipwreck Hotel

Silver Sands Villas - White Glove Award

**Sanibel & Captiva islands**

Anchor Inn

Blue Dolphin - White Glove Award

Gulf Breeze Cottages

Mitchell's Sand Castles

Palms of Sanibel - White Glove Award

The Palm View - White Glove Award

Sandpiper Inn - White Glove Award

Shalimar Resort

Signal Inn

Sunshine Island Inn - White Glove Award

Tropical Winds Motel & Cottages

Waterside Inn on the Beach

For more information on the Superior Small Lodging program, contact Nancy MacPhee, program manager, Lee County Visitor & Convention Bureau at 338-3500. For destination information, visit [www.FortMyers-Sanibel.com](http://www.FortMyers-Sanibel.com).

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**EDITOR'S NOTE:** *The Beaches of Fort Myers & Sanibel in southwest Florida includes: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer islands, North Fort Myers, Lehigh Acres.*