Beat: Lifestyle

Magnuson Hotel Wildwood Inn has put 100% in to their re launch in Florida

Ellis owner joined Magnuson Hotels

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USPA NEWS - The first quarter of 2016 has seen lots of brilliant achievements across Magnuson´s hotels, and we're delighted to see so much energy being put in to the re-brand and getting ready for the new season.

The first quarter of 2016 has seen lots of brilliant achievements across Magnuson´s hotels, and we're delighted to see so much energy being put in to the re-brand and getting ready for the new season. April's Star Hotel is the Magnuson Hotel Wildwood Inn. The team at the Florida hotel have put 100% in to their re-launch as a branded Magnuson Hotel, with so much attention going in to marketing and re-furbishing their property to really drive reservations.----------
When owner, Mr Ellis, and his team joined Magnuson Hotels last year, they were an independent property who were new to being a brand.Since then, the team have truly embraced their new identity and worked non-stop with the Magnuson Hotels team to prepare for the season. From structuring their market position, re-furbishing the property to fit with their new image, and creating branded marketing to attract customers.----------
Emily Winston, the Hotel Manager, told us about their experience as a Magnuson Hotel: "Ever since joining Magnuson Hotels, the hotel has been it's busiest in the whole time I have been here. The marketing is outstanding to get the word out and has really helped us to gain recognition, and James, our revenue manager, has been awesome to work with, getting us on track for becoming a brand"----------
She continued, "It's the guidance and training that we have got from Magnuson that we never had as an independent hotel before. We feel that we're learning so many more skills, and we're very excited for the future." Source Magnuson Hotels.

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