

Acqualina Decides to End Relationship with Rosewood to Establish Its Own Luxury Brand

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Acqualina Management, LLC, the hotel management company that has employed the on-site management team supervised by Rosewood since the opening last year of the 96-rooms and suites at Acqualina Ocean Residences and Resort in Sunny Isles Beach, Florida, is to assume complete supervision of the management team.

Acqualina informed Rosewood Hotels and Resorts last month of its decision to end their relationship effective October 31st and to establish its own luxury brand. Acqualina Management, LLC, the hotel management company that has employed the on-site management team supervised by Rosewood since the opening last year of the 96-rooms and suites at Acqualina Ocean Residences and Resort in Sunny Isles Beach, Florida, is to assume complete supervision of the management team.

'Acqualina has established a clear brand for itself as an ultra-luxury boutique hotel catering to the world's most discerning guests by providing impeccable service, lavish accommodations and a friendly, engaging staff,' says Deborah Yager-Fleming, Vice President - Sales and Marketing. 'The stellar reputation that Acqualina has developed as an independent hotel coupled with our desire to enhance that reputation as an independent brand by providing an even greater luxury experience for its guests through a local, more hands on and focused management approach, were key factors in our decision to assume direct supervision of the operation of our flagship resort,' added Jules Trump, Chairman of Acqualina Management. Mr. Trump further noted that 'ownership plans to explore other opportunities which may become available to expand the reach of the Acqualina brand.'

Veteran hotelier, Florent Gateau will continue in his role as Vice President - Managing Director of the Acqualina Resort, overseeing all aspects of the resort and condominium operations at Acqualina while managing a team of professionals dedicated to ensuring an unparalleled guest experience and to taking customer care to an even higher level. Deborah Yager-Fleming, Vice President - Sales and Marketing, will continue to manage travel partner relations, advertising, public relations and marketing strategies. While retaining its very talented on-site top management group, ownership together with management will focus on continuing to build an even stronger team at Acqualina.

Graced with panoramic vistas of the Atlantic and Miami's glittering skyline, Acqualina Resort's grand 51-story Mediterranean-inspired tower features a 97-room ultra-luxury resort and a variety of event spaces perfect for corporate meetings, retreats and incentive trips.

Acqualina also intends to build significantly on its membership in The Leading Hotels of the World, Ltd., the prestigious hospitality organization representing the world's finest hotels and resorts. With more than 440 members in 80 countries, The Leading Hotels of the World offers the largest collection of luxury hotels, resorts and spas - from grand palaces to intimate city hideaways, and from luxury tent enclaves to expansive self-contained resorts and private island retreats.

'Acqualina plans to leverage its membership in The Leading Hotels of the World by utilizing the organization's advanced infrastructure to significantly enhance its position on a global scale, strengthening its brand awareness among sophisticated consumers and travel professionals,' said Ms. Yager-Fleming.

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