

Advantage Fitness Products Adds to National Footprint with New Florida Headquarters and Design Center
2008-04-07

Leading Fitness Supplier Makes Immediate Hospitality Industry Impact with Projects at the Westin Diplomat and Biltmore Hotel, Coral Gables

After a decade establishing itself as the leading full-service fitness business consultants to non-traditional 'vertical' market categories, including the hospitality and multi-housing industries among others, Advantage Fitness Products (AFP) begins 2008 with a successful expansion into the South East. The company has established its presence in this key region with a new South Florida office and distribution center, and has already completed projects with two of the area's leading resort hotels, the Westin Diplomat and Biltmore, Coral Gables.

The expansion rounds out a nationwide service and support model for AFP that has continued to distinguish the company from other industry providers... The South Florida hub complements its well-established operations in the Western US, and North East regions. As one of the world's leading hubs for tourism, the South Florida corporate footprint was a logical step for AFP, considering its significant success in the hospitality industry and in serving the leading cruise lines in the maritime industry with more than 60 vessels currently in operation featuring AFPs work.

'Our substantial investment in Florida will serve to reinforce AFP's bi-coastal sales and service capabilities while establishing a regional headquarters in this mecca of hospitality, tourism and multi-housing,' said Bryan Green, President and CEO of AFP. 'With our significant client base in the Cruise and Hospitality industries, establishing a stronger corporate presence in the region will provide efficiencies and resources to maximize service to our customers and entrench AFP even further as arguably the only nationwide provider in our category.'

Through a strategic partnership with the Biltmore Hotel, Coral Gables, AFP now maintains its South Florida headquarters within the confines of this historic property. In addition, the company has established a full-service distribution center located in Sunrise, Fla.

AFP has wasted no time entrenching itself in the region, recently completing successful projects for the Westin Diplomat and for its partners at the Biltmore Hotel, Coral Gables, completely upgrading their extensive fitness amenities. Both projects showcase AFP's unique ability to revitalize fitness environments within larger resort facilities, while further implementing strategies and programming to maximize the property's investments in fitness.

'So often, the potential of fitness as both a customer-service and revenue-generating investment has been minimized in markets like hospitality and tourism,' said Theresa McQueen, Director of Fitness for the Biltmore. 'Our partnership with AFP provides us a unique expertise in identifying the variety of opportunities that fitness offers and the strategies to make it profitable, while at the same time avoiding a wealth of potential pitfalls.'

About Advantage Fitness Products

Based in Los Angeles CA, Advantage Fitness Products is a leading provider of innovative fitness and wellness based solutions for commercial facilities worldwide. AFP offers expertise across multiple facets of the health & fitness industry, including facility design, supply and support, and provides tools assisting its clients in maximizing their investments in fitness. AFP's ADVANTAGE(TM) line of premium accessories delivers innovative yet practical commercial and consumer fitness products. Through all of its endeavors, AFP addresses the ever-growing need for a more active and healthy quality of life. For more information visit www.AFProducts.com or call 888-895-0547.

Contact

Cory Nagatoshi

Leader Enterprises

562-546-6003

cnagatoshi@leaderenterprises.com

This article comes from Hotel News Resource

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