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TradeWinds Island Resorts Launching Major 2016 Employment Campaign *Resorts Investing \$2.4 million in Current and New Employees*

ST. PETE BEACH, Fla. (Dec. 22, 2015) – In January 2016, the TradeWinds Island Resorts – the Island Grand and Guy Harvey Outpost – will be looking to fill more than 100 full and part-time positions at the popular beachfront resorts, including housekeepers, cooks, reservations agents and more. The resorts are investing more than \$2.4 million into current and new employees for 2016, with the goal of having all non-gratuity based positions starting at no less than \$10 per hour. TradeWinds is hiring for more than 40 job titles including security, activities counselors, stewards, beach attendants, housekeeping and others. This would make TradeWinds one of the highest-paying employers on Pinellas beaches.

“Much of our guest experience is based on the personal interaction they have with our staff, so it is in our best interest to provide the best possible work environment for our team,” said Keith Overton, president of TradeWinds Island Resorts. “Because our staff is so important to the guest experience, we’re willing to pay higher wages and to invest in this recruiting effort to find, hire and retain the best people out there.”

To publicize the employment effort, the TradeWinds has developed a marketing campaign to reach potential applicants in the Tampa Bay area. Television, billboard and radio ads will spread the word using current TradeWinds employees who will share why they love their job and why they think TradeWinds is the best place to work.

“Nearly 20 percent of our employees have been with us for 10 or more years, including myself,” said Travis Johnson, vice president of marketing for the TradeWinds Island Resorts. “We decided that those employees should be the face of the campaign – real people sharing real life experiences. No actors needed!”

Job descriptions and employment applications will be available online by January 1 via the dedicated microsite www.ILoveMyJobBecause.com. A job fair will also be held at the TradeWinds on January 13 and 14.

The TradeWinds Island Resorts – the Island Grand and Guy Harvey Outpost – are located directly on the sugary white sands of the Gulf of Mexico on St. Pete Beach. The resorts offer access to two properties in one with limitless beachfront recreation, sumptuous dining and world class meeting and function facilities.

For the more information on available positions and to see samples from the employment campaign, visit www.ILoveMyJobBecause.com

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