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TradeWinds Island Resorts Adds to Executive Team

Managing Director and Hotel Manager Announced

ST. PETE BEACH, Fla. (June 24, 2020) – The TradeWinds Island Resorts – the Island Grand Resort and RumFish Beach Resort – located along acres of sugary white beaches on the island of St. Pete Beach, Florida, has announced two additions to its executive team, appointing **Bob LaCasse** as Managing Director and **Travis Johnson** as Hotel Manager.

A long-time industry veteran, LaCasse brings more than 25 years of experience in resort management to his new position. Prior to joining TradeWinds, LaCasse was Managing Director of Cheeca Lodge Resort and Spa in Islamorada, Florida, and their sister property Tranquility Bay, in Marathon, Florida, where he oversaw human resources, revenue management and accounting, and reservations. LaCasse has managed many other top-quality resorts during his career, including the Marriott Delray in Delray Beach, Florida, The Le Meridien San Francisco, and the Hyatt Regency Resort in Newport, Rhode Island. As the new Managing Director of TradeWinds, LaCasse will be responsible for guest and employee satisfaction, financial performance, sales and revenue generation and operations effectiveness.

“With his impressive background in hospitality and natural leadership abilities, we’re certain Bob will be a tremendous asset for us during these extraordinary times,” said Joe Smith, owner of TradeWinds Island Resorts. “And we’re excited to have Travis assume his new role as Hotel Manager, after so many years of hard work as a loyal and valued member of the TradeWinds team.”

Promoted from Vice President of Marketing to Hotel Manager, Johnson will support the managing director with all day-to-day hotel operations, oversee the hiring of new staff, and continuing to manage the resort’s marketing efforts. Johnson has been with TradeWinds for more than 20 years, holding a variety of key roles with the company, including Director of Recreation/Activities, Guest Service Manager, Director of Resort Operations/Services and Vice President of Marketing.

Located on Florida’s Gulf Coast, the TradeWinds Island Resorts offer more than 88,000 square feet of usable function space. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, and exclusive golf privileges at some of the area’s finest public and private clubs.

For more information on TradeWinds Island Resorts, visit [Just Let Go](#) or call (866) JUST LET GO (587-8538).

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About TradeWinds Island Resorts

The TradeWinds Island Resorts - the Island Grand and RumFish Beach Resort - are located directly on the

sugary white sands of the Gulf of Mexico on St. Pete Beach in Florida. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, fantastic family activities and programs and world class meeting and function facilities.