

## Enhanced Luxury

An Interview with Deborah Yager Fleming, Chief Executive Officer & Partner, Acqualina Resort & Residences on the Beach

**EDITORS' NOTE** *Deborah Yager Fleming joined Acqualina Resort & Residences on the Beach in March 2004 after having served as Vice President, Sales & Marketing, at Island Outpost where she managed marketing campaigns for 12 boutique hotels. She also garnered valuable experience in New York at The Leading Hotels of the World where she held senior management positions and implemented the design of worldwide sales strategies and innovative marketing programs.*



Deborah Yager Fleming

**Will you discuss the significance of collaborations and partnerships to Acqualina and how these partnerships help to elevate the guest experience?**

We believe that strategic partnerships add significant value to our brand, especially in areas outside our core expertise, such as beauty products and results-driven treatments. Rather than developing our own, we choose to collaborate with best-in-class companies that specialize in ultra-luxury offerings, aligning with

the elevated experience we provide our guests. This philosophy led us to partner with Seed to Skin Tuscany for our bath amenities, ensuring the highest quality and innovation in wellness.

Our commitment to excellence extends to every aspect of the guest experience – whether in wellness, cuisine, design, or childcare – as we carefully select partners who complement and enhance our brand's vision. Our guests

continuously provide valuable feedback on our partnerships, expressing their excitement when we introduce them to something new. Their enthusiasm reaffirms our commitment to selecting best-in-class collaborators that enhance their experience and align with our brand's vision of luxury and innovation.

**What was the vision around Acqualina's Tastemakers Campaign and how has this campaign been received?**

Our guests often ask about the details behind our aesthetics – where we source our art, who designs our interiors, or who creates our floral arrangements. Through our Tastemakers Campaign, we provide insight into the talented individuals and brands that help us craft an extraordinary experience. From Alex Turco's striking art panels in our lobby and Isabel Tragash's beautifully designed interiors to Michele Mazza's culinary expertise at Il Mulino New York, every detail reflects a collaboration with the best in their fields, ensuring a truly exceptional atmosphere for our guests.

**PROPERTY BRIEF** *With a lushly landscaped 4.5-acres of seaside bliss, world-class restaurants, curated amenities and spacious rooms and suites, all with balconies and water views, Acqualina Resort & Residences on the Beach (acqualinaresort.com) is at the center of Miami's Sunny Isles Beach providing an exclusive experience and an ultra-luxurious beach lifestyle. The property is the recipient of the coveted Forbes Five Star Award and the AAA Five Diamond Award.*

**What have been the keys to Acqualina's leadership in the industry?**

As an independent hotel, we have the freedom to stay true to our vision of delivering exceptional service while swiftly introducing new amenities to enhance our guests' experiences. We are proud to be part of The Leading Hotels of the World, which empowers us to maintain our independence while benefiting from global sourcing, economies of scale, cutting-edge technology, digital media opportunities, and robust sales support. Through the Leading Hotels' Leaders Club program, we connect with high-value travelers who appreciate luxury and have a high average daily spend, allowing us to consistently elevate our offerings.

We believe that happy employees create happy customers. That's why we have a robust employee training and recognition program where our owners and executives participate, ensuring that every team member is recognized annually for their contributions. By fostering a culture of appreciation and continuous development, we empower our team to deliver the exceptional service our guests expect and deserve.



The Gallery Lobby at Acqualina provides a warm welcome and a gathering place for hotel guests and residents



*Acqualina's newly renovated AcquaFit Fitness Center*

We collaborate with a remarkable group of artisans and tastemakers, each an expert in their field, who contribute to the exceptional experience we offer. Through our Tastemakers Campaign, we will be showcasing these visionaries, highlighting the craftsmanship, creativity, and innovation that define our brand. Many of our guests have been so inspired by their experience at Acqualina that they have commissioned our designers to reimagine their own homes. This deep connection speaks to the lasting impression our aesthetic and attention to detail create, allowing them to bring a piece of the Acqualina experience into their everyday lives.

**How has Acqualina invested in its meetings and events spaces, and will you provide an overview of this offering?**

We have made a multimillion-dollar investment to transform our spaces, seamlessly blending old-world elegance with modern design and state-of-the-art technology. Our ballroom, which accommodates up to 100 guests, showcases large-format marble tiles and bespoke rug inserts, enhancing its light and sophisticated appeal. An adjacent terrace offers breathtaking views of Acqualina's beachfront grounds and the Atlantic Ocean, providing a spectacular setting for any event. The boardroom has been reimaged to meet the needs of modern business gatherings while maintaining an airy and inviting feel. Designed for both functionality and comfort, it integrates the latest technology to support a wide range of business activities, ensuring every meeting is both productive and memorable. These enhancements reflect Acqualina's unwavering commitment to luxury and innovation, elevating the

guest experience and solidifying our reputation as a premier destination for both relaxation and celebration.

**How important was it for the transformation of Acqualina's events and meetings spaces to pay homage to the resort's old-world elegance while integrating modern design elements and technology?**

It was essential for us to honor our tradition of timeless elegance while seamlessly integrating modern elements – a philosophy deeply embedded in our DNA. The refreshed aesthetic embraces a warm white color palette, elegantly accented with champagne and bronze metal trims, creating an atmosphere that is both inviting and luxurious. Furnishings strike the perfect balance between classic sophistication and contemporary comfort, with timeless black and white upholstery enhancing the refined ambiance.

**How has Acqualina placed a major focus on health and wellness with its AcquaFit Fitness Center?**

The enhancements at AcquaFit reflect Acqualina's unwavering commitment to luxury and wellness, offering guests a state-of-the-art fitness experience. Our facility now features the TechnoGym Artis Collection, providing everything needed for peak performance training. Additionally, guests can access hundreds of workout programs through our subscription to Technogym's Membership App, ensuring a personalized and engaging fitness journey.

True to our design philosophy, AcquaFit is not just about the workout – it's about the ambiance and setting that elevate the guest experience. Our oceanfront fitness center has been meticulously reimaged to be as visually stunning as it is cutting-edge, seamlessly blending sophisticated aesthetics with high-performance functionality. Color has always been a defining element of Acqualina's identity, from our signature red umbrellas to the lush green lawns by the beach. This thoughtful use of color extends to AcquaFit, where we selected marble that evokes the beauty of the turquoise sea, creating a space that is both energizing and reflective of our breathtaking coastal setting. ●



*Acqualina's pool and beach area with the property's signature red umbrellas*