

TRAVEL AND HOSPITALITY

Four Seasons appoints Cornelia Samara new general manager of Surf Club hotel

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The Four Seasons at Surf Club is getting a new general manager. Image credit: Four Seasons

By STAFF REPORTS

Global hotel brand Four Seasons has appointed Cornelia Samara as the new general manager of its iconic Surf Club location in Florida.

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Ms. Samara will be bringing her experience in New York hospitality to the Surfside, FL location. The appointment will put Ms. Samara in charge of the Four Seasons Hotel at the Surf Club and allow her to guide its management in the future.

"Hospitality is deeply personal. What your product is made of isn't nearly as important as your ability to leave a lasting impression," Ms. Samara said in a statement. "It's being able to take care of and truly connect with each guest in a meaningful way."

Personnel change

Ms. Samara began her career in hospitality in Hawaii before moving around the country and settling in New York.

There, she was general manager of several high-profile luxury hotels including the nature-themed 1 Hotel Brooklyn Bridge.

Now, Ms. Samara is bringing her expertise to the Four Seasons Surf Club hotel in Florida, one of the brand's most famous beach destinations in the United States.

Four Seasons cited Ms. Samara's drive, creativity and proven track record in the luxury hospitality space as reasons for bringing her on.



Cornelia Samara. Image credit: Four Seasons

Ms. Samara's background in hotels that are focused on health, wellness and nature will come in handy as these are areas that Four Seasons has made a priority.

For example, Four Seasons Hotel George V in Paris is opening a new wellness center called Le Spa this month.

The spa opened towards the end of July and will focus on providing high-end, haute couture treatments and experiences for guests. The opening of Le Spa is consistent with an existing trend in luxury hospitality towards wellness and health-related experiences ([see story](#)).

"Cornelia's genuine connection to our core values makes her the perfect fit for this role," said Vince Parrotta, president of hotel operations for the Americas at Four Seasons Hotels and Resorts, in a statement. "We are delighted to welcome her to the Four Seasons family and thrilled to see her unwavering dedication to the guest experience shine."

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