

SENECA LAKE RESORTS ANNOUNCES NEW HIRES, 2025 SEASON OPENING, AND EASTER EGG HUNT CELEBRATION

Seneca Lake, NY – March 2025 – Seneca Lake Resorts, a Sessler Co., is excited to announce the addition of two dynamic new team members as part of our commitment to providing exceptional guest experiences this season. We are pleased to welcome Michael Griffith as our new General Manager and Lauren Powers as our new Marketing Manager. Their expertise, vision, and passion for the Finger Lakes will be key to elevating the resort experience for all our visitors.

About Michael Griffith – General Manager

Michael Griffith's journey in hospitality began with Hilton Hotels, where he honed his skills while earning his hospitality degree from PCI in Pittsburgh, Pennsylvania. During a business exploration trip to Nashville, TN, an opportunity arose that led Michael to relocate to the Finger Lakes region to join Cornell University. Although he was unfamiliar with the area, Michael quickly fell in love with the natural beauty of the region and has since made the Finger Lakes his home.

Throughout his distinguished career, Michael has worked with some of the area's most renowned businesses, including Cornell University, Maxie's Supper Club, Dano's Heuriger on Seneca, and the Watkins Glen Harbor Hotel. His extensive experience spans several roles, including Executive Chef, General Manager, Director of Operations, Food and Beverage Director, Wine Educator, and Event Planner. This diverse skill set has provided Michael with a well-rounded perspective on the hospitality industry, making him uniquely qualified to lead Seneca Lake Resorts into its next phase of growth.

"I'm thrilled to join Seneca Lake Resorts and to bring my knowledge and experience to this incredible team," said Michael. "The Finger Lakes is a region full of rich history and natural beauty, and I'm excited to help create unforgettable experiences for our guests."

Outside of work, Michael enjoys spending time with his six amazing, and incredibly quirky, children.

As General Manager, he will oversee all aspects of resort operations, from guest services to team management, ensuring a seamless and enjoyable stay for every visitor.



About Lauren Powers – Marketing Manager

We are also excited to welcome Lauren Powers as our new Marketing Manager. A native of Trumansburg, NY, Lauren grew up on both Cayuga Lake and Seneca Lake, giving her a deep appreciation for the unique offerings of the Finger Lakes region. After some world travels she now resides in Romulus with her daughter, their dog, and cat. Lauren has a distinguished background in marketing, with a degree in Marketing from Canisius College and an MBA. Lauren's marketing experience in both the private and public sectors will bring fresh ideas and insights to the marketing strategy at Seneca Lake Resorts.



As the new Marketing Manager she will focus on expanding Seneca Lake Resorts' brand presence in the region and beyond, while crafting compelling campaigns that highlight the beauty, amenities, and unique experiences our resort offers.

Season Opening

As we welcome Michael and Lauren to the team, we are also excited to announce the 6th year and opening of the 2025 season at Seneca Lake Resorts within Sampson State Park, which will officially begin on April 25, 2025. Guests can look forward to a wide variety of activities including Putt & Play Miniature Golf Course; a marina at Sampson State Park with fuel and a ship store for all your needs; cabin and pontoon rentals; The Vista, an event venue perfect for any occasion; Seasonal RV sites; and a marina at Seneca State Park; all with gorgeous scenic views, making Seneca Lake Resorts the perfect destination for relaxation and adventure.

Easter Egg Hunt

Come meet Michael and Lauren at our kickoff for the season. Seneca Lake Resorts will be hosting an Easter Egg Hunt on Saturday, April 19, 2025. This family-friendly event promises fun for all ages, with thousands of colorful eggs hidden across The Vista at Seneca Lake Resorts. The hunt will begin at 1:00pm and feature prizes, a dog treat hunt, arts and crafts, possibility of miniature golf, and the opportunity to meet the Easter Bunny. It's a wonderful way to celebrate the season and create lasting memories with loved ones.

For more information about the Easter Egg Hunt, our Friday night Live at The Vista events, hours of operations, seasonal job opportunities, and to book your stay for the 2025 season, please visit our website at www.senecalakeresorts.com and follow us on Instagram, Facebook, and LinkedIn.

About Seneca Lake Resorts

Seneca Lake Resorts is a beautiful resort destination located in the heart of the Finger Lakes, offering guests a luxurious and tranquil escape. With breathtaking views of Seneca Lake, cabin accommodations, Seasonal RV sites, The Vista event venue, two marinas (one within the Sampson State Park and one within the Seneca State Park), a ship store for all your needs, and an array of recreational activities including Putt & Play miniature golf and pontoon boat rentals, Seneca Lake Resorts is the ideal place to relax, explore, and create memories that last a lifetime.

Contact:

Seneca Lake Resorts

Email: info@senecalakeresorts.com

Phone: (315) 651-4646

Website: www.senecalakeresorts.com