

meetings + events

MEET NICOLE NEWTON, SEMIAHMOO RESORT, GOLF AND SPA

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Nicole Newton was recently hired as General Manager at [Semiahmoo Resort, Golf and Spa](#).

What are you looking forward to the most in your new role as General Manager?

I am extremely excited to be back at Semiahmoo, it is such an incredible property. I look forward to supporting the amazing team and helping establish Semiahmoo as the best resort in the Pacific Northwest, offering incredible experiences at every turn, including our restaurants, golf courses, and rejuvenating spa.

How do you think past experiences have prepared you for this role?

I have been fortunate to work in operations, sales, catering and human resources, providing me with extensive knowledge in all areas of operating a destination resort like Semiahmoo. I think my background in human resources is especially relevant as our company is all about people. Selecting and hiring, training, growing and developing, celebrating and rewarding my team is of the utmost importance to me. My goal is to create a strong culture where Semiahmoo becomes the employer of choice in Whatcom County.

How did you get into the industry?

My father was a small business owner and he instilled in me the passion for serving others. I started as a front desk agent at the Embassy Suites in Bellevue and absolutely fell in love with hospitality.

What are you hoping to achieve in your new role?

I am hoping to create an environment where our team members love coming to work and providing exceptional experiences for our guests every single day. Guests will remember the fun, friendly staff and genuine caring service.

What do you enjoy the most about the industry?

I love the people in the hospitality industry and being of service to my team and guests. It's all about creating memorable experiences for our guests and inspiring them to return again and again.