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CONTACT:
Robert Agrusa
President/CEO
Central Florida Hotel & Lodging Association
(407) 907-8082
robert.agrusa@cfhla.org

CFHLA APPLAUDS THE REAUTHORIZATION OF VISIT FLORIDA UNTIL 2028

Orlando, Fla. (March 8, 2022) – Today, the Florida Legislature passed SB 434, which extended the scheduled repeal date of Florida's Tourism Industry Marketing Corporation (otherwise known as **VISIT FLORIDA**) until October 1, 2028. Now, SB 434 heads to Governor Ron DeSantis for his approval. Additionally, the House and Senate have also agreed to fund VISIT FLORIDA at **\$50 million** using non-recurring funds for the FY 2022-2023.

“On behalf of the Central Florida Hotel & Lodging Association, we'd like to say thank you to Senator Ed Hooper and Representative Linda Chaney for their incredible leadership and unwavering support of SB 434! Today's passage was a huge win for the tourism and hospitality industry, as well as a great indicator of our increased partnerships and collaborative efforts from across the state,” said Robert Agrusa, president and CEO of the Central Florida Hotel and Lodging Association. “With VISIT FLORIDA now being reauthorized until 2028, the tourism and hospitality industry is very optimistic about the future of the visitation to the State of Florida and to our Central Florida community.”

The Central Florida Hotel and Lodging Association's mission is to advance tourism and the community through hospitality. As the world's largest regional lodging association, CFHLA represents approximately 80 percent of the more than 125,500 hotel rooms in Orange, Seminole and Osceola counties, and nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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