

**FOR IMMEDIATE RELEASE**  
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**CFHLA RECOGNIZES VISIT FLORIDA  
PRESIDENT & CEO DANA YOUNG,  
AS 2022 PUBLIC SERVANT OF THE YEAR**

**ORLANDO, FLA** (April 7, 2023) – This week, the Central Florida Hotel & Lodging Association (CFHLA) recognized Dana Young, President and CEO of VISIT FLORIDA as the Association’s 2022 CFHLA Public Servant of the Year.

Each year, CFHLA recognizes a community leader for their dedication to the advancement of Central Florida’s Hospitality Industry.

As VISIT FLORIDA’s President and CEO, Dana leads Florida’s official destination marketing organization in partnership with its Board of Directors and the statewide tourism industry.



“Through her incredible leadership at VISIT FLORIDA, Dana has served as a statewide champion of tourism and has shown her unwavering support for the hospitality and tourism industry since 2019,” said Robert Agrusa, President and CEO of CFHLA. “While the past few years have been challenging for the industry, Dana has been an incredible ambassador for our state, as we’ve steadily rebounded from the pandemic and are now reaching new historic visitation heights.”

Anthony Lazzara, Chair of the CFHLA Board of Directors and General Manager of the Hotel Kinetic Universal Boulevard added, “Dana has been instrumental in promoting our state and local region through increased partnerships and creative co-op opportunities with our local direct marketing organizations, which has attracted new visitors from all across the country. Additionally, these new partnerships have maximized the economic impact of travel and tourism to our state and led to a significant return on investment for our Central Florida community.”

Prior to her role at Visit Florida, Dana served in the Florida House from 2010 through 2016, rising to Majority Leader for the 2015 and 2016 legislative sessions. Then in 2016, she was elected to the Florida Senate, where she represented parts of western Hillsborough County for two years. She was then appointed as VISIT FLORIDA’s President and CEO by Governor Ron DeSantis in January of 2019.

The 2022 CFHLA Public Servant of the Year Award was presented to Dana during our recent advocacy trip to Tallahassee for Florida Tourism Day.

The Central Florida Hotel and Lodging Association’s mission is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. As the largest regional lodging association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms in Orange, Seminole and Osceola counties, and the 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](http://www.cfhla.org).

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