



May 5, 2023

NATIONAL TRAVEL AND TOURISM WEEK

Next week, **May 7-13, 2023**, marks the 40th anniversary of **National Travel and Tourism Week (NTTW)**. Travel is integral to every industry and nearly everything we do as a community. Our local recovery has led the nation's recovery, and travel is essential to the future of American growth and innovation.

Established in 1983, (NTTW) is an annual tradition that celebrates the U.S. travel and tourism community and highlights the essential role of travel in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

As the **most-visited destination in the United States**, with more than 59 million visitors, the travel and tourism industry **generated \$67.1 billion in local economic impact** and **now supports nearly 40% of the workforce** in Central Florida.

This fuels our communities, small businesses and working families across the country and serves as a catalyst for a productive U.S. economy. Overall, travel spending across the U.S. generated **\$2.6 trillion economic output** and nearly **\$160 billion in federal, state and local taxes** in 2022—revenue

that helped fund critical public services while **saving each U.S. household an average of \$1,270 in taxes.**

We look forward to celebrating next week, with our tourism partners, and sharing more specific details about the positive impacts of travel and tourism across our region!



UCF AREA GENERAL MANAGERS LUNCHEON



On **Tuesday, May 2nd**, the **UCF Area General Managers** held their latest meeting and luncheon at the [Fairfield Inn & Suites East Orlando/UCF](#) (Thank You **Camille Sisk, General Manager**).

Thank you to **Sari Kitelynn**, Executive Director of Esports and Project Development at [Full Sail University](#), for a fantastic update on the positive economic impacts of Esports within our community and the latest in gaming and technology.

CFHLA would like to thank our **2023 UCF Area General Managers meeting sponsor**, [Landform of Central Florida](#) for their continued support!



DOWNTOWN GENERAL MANAGERS LUNCHEON



On **Wednesday, May 3rd**, the **Downtown General Managers** held their meeting and luncheon at the [Church Street Social Club](#) (Thank You Marc Moravec).

This meeting featured a update on the Orlando Fire Department with [City of Orlando](#) Fire Chief, **Charlie Salazar**. Fire Chief Charlie Salazar was sworn in as the 21st Orlando Fire Chief last July.



CFHLA would also like to thank our **2023 Downtown General Managers meeting sponsor**, [Minuteman Press Sandlake](#) for their continued support!



TEE-IT-UP FOR TOURISM, REGISTRATION NOW OPEN!

As the 2023 Florida Legislative Session ends today, please consider supporting CFHLA's continued advocacy efforts by joining us for our Annual Tee-It-Up for Tourism TopGolf event this summer! This important fundraising event, will give you the opportunity for Team Building and Political Networking, all in one fun night! By supporting this event, you will help our CFHLA Political Action Committee protect the interests of the hospitality and tourism industry by educating and mobilizing our members to become more politically active and supporting pro-tourism and pro-hospitality candidates.

Wednesday, July 19, 2023

Topgolf

9295 Universal Blvd.

Orlando, FL 32819

5pm - 8pm

Tee-It-Up for Tourism

presented by:



\$1,250 Top Floor (Main Action) Bay Rental

- Access to private deck rental and rooftop terrace
- Two hours of bay play for up to 6 golfers
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers
- Networking opportunities with top floor sponsors, businesses, and elected officials

\$1,000 2nd Floor Bay Rental

- Access to private deck rental and rooftop terrace
- Two hours of bay play for up to 6 golfers
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers
- Great for team building

\$200 Single Golfer

- Access to private deck rental and rooftop terrace
- Two hours of bay play for a single golfer
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers

\$150 Spectator Ticket (No Bay Play)

- Access to private deck rental and rooftop terrace
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers

[CLICK HERE TO REGISTER](#)

BENEFITTING THE CFHLA POLITICAL ACTION COMMITTEE - FEES FOR THESE ACTIVITIES ARE CONTRIBUTIONS TO THE CFHLA POLITICAL COMMITTEE (PAC).

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For More Information Please Contact Faith Moore, 407-313-5015 or faith.moore@cfhla.org

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A limited number of Tee-It-Up For Tourism Bay sponsorships are also currently available. For more information and/or to purchase, please [CLICK HERE](#).

VACATION OWNERSHIP COUNCIL



On **Thursday, May 4th**, the Vacation Ownership Council held their quarterly meeting and luncheon at [Las Palmeras by Hilton Grand Vacations](#) (Thank You Ray Miller, General Manager).

This meeting featured an update and informative presentation by Darren L'Appanna, Manager, Air Service & Business Development at [Orlando International Airport \(MCO\)](#).

CFHLA would also like to thank our 2023 Vacation Ownership Council meeting sponsor, [Sunbrite Outdoor Furniture](#) for their support!



UPCOMING HURRICANE PREPAREDNESS SEMINAR

ARE YOU PREPARED?



HURRICANE PREPAREDNESS SEMINAR



THURSDAY, MAY 25, 2023

9:00AM - 10:30AM

WYNDHAM ORLANDO INTERNATIONAL DRIVE

8001 INTERNATIONAL DRIVE, ORLANDO, FL 32819

Registration: \$30 per person

Learn about the various products and services that our CFHLA Allied Members can provide as it relates to hurricane preparedness, as well as after storm clean-up. This includes companies specializing in: remediation, roofing, natural gas, waste removal, water intrusion, air quality testing, landscaping, storm drains, plumbing, HVAC and claims adjusters.

Featured Guest Speaker:

Hurricane Preparedness Forecast

By Tony Mainolfi

Chief Meteorologist, WESH 2 News



[CLICK HERE TO REGISTER](#)

For More Information Please Contact Erin Walsh, 407-313-5012 or erin.walsh@cfhla.org

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CFHLA BOARD MEETING SPONSORSHIP OPPORTUNITIES

Currently, CFHLA has a few high profile **sponsorship opportunities**, that are still available to promote your business to the Membership.

The sponsorships that are currently available:

- **July Board of Directors Meeting, \$2,000**
- **November Board of Directors Meeting, \$2,000**

- June Executive Committee Meeting, \$300

For additional details or to purchase one of the opportunities listed, please [CLICK HERE](#).

RESERVE YOUR BOOTH FOR HEAT TODAY!

Don't miss out on the **EARLY BIRD SPECIAL and RESERVE YOUR BOOTH for the 2023 HEAT Tradeshow Today!** Click on the image below to secure your spot before the price increase on **June 1st**.

Also, interested in becoming a **corporate sponsor at HEAT**? There are **Only THREE opportunities that remain**. [CLICK HERE](#) to purchase.

2023 HEAT TRADESHOW

Tuesday, August 29, 2023
Gaylord Palms Resort & Convention Center

6000 W Osceola Pkwy., Kissimmee, FL 34746
(Exhibitor Set-up: Monday, August 28 from 4pm - 9pm)

Early Registration Fee:

Single Booth: \$1,025

Fee includes (1) 8'x10' piped & draped booth with 6' skirted table, (2) chairs, signage, (3) Name Badges, booth carpeting

BOOTH PRICE DOES NOT INCLUDE ELECTRICITY.

ON JUNE 1ST, BOOTH FEE WILL INCREASE TO \$1,200.

NEW for 2023:

CFHLA is offering exhibitors the opportunity to **upgrade your booth**.
Details & pricing will be available when CFHLA receives the final floorplan.



CLICK HERE
TO REGISTER

Important:

Cancellations received 30 days prior to show will receive a 50% refund.
Sorry, NO refunds after the 30 days prior deadline.

If you have questions, please contact Kim Gordon - kim.gordon@cfhla.org / 407-313-5040

Central Florida Hotel & Lodging Association * 6675 Westwood Blvd, Suite 210, Orlando, Florida 32821
Phone: (407) 313-5000 * Website: www.cfhla.org

**2023 STATE OF ORANGE COUNTY ADDRESS
SPONSORSHIP OPPORTUNITIES**



Central Florida
Hotel & Lodging Association

2023 State of Orange County Address Sponsorship Opportunities

Friday, June 9 | 9:00am
Orange County Convention Center - West Concourse

FEATURED SPONSORSHIP - \$4,000 (5 AVAILABLE)

- 6 Premium Seats
- Priority logo placement on day-of-event PowerPoint & Program (if applicable)
- Priority logo placement on all distributed marketing materials
- CFHLA benefits:
 - Logo featured on CFHLA website
 - CFHLA "Back of the House" newsletter recognition
- Orange County benefits:
 - Logo featured on State of the County website
 - Inclusion in post State of the County Thank You email blast
 - Inclusion in Mayor Deming's June email digest
 - Inclusion in post event video highlight on social media & webpage. One representative from your company will be interviewed & included on event video highlight reel. Interview to be filmed by OrangeTV on the day of event (provided with interview questions prior)
- Ability to have marketing display table & promotional give-away before/during/after event

CORPORATE SPONSORSHIP - \$2,000

- 4 Premium Seats
- Priority logo placement on day-of-event PowerPoint & Program (if applicable)
- Priority logo placement on all distributed marketing materials
- CFHLA benefits:
 - Logo featured on CFHLA website
 - CFHLA "Back of the House" newsletter recognition
- Orange County benefits:
 - Logo featured on State of the County website
 - Inclusion in post State of the County Thank You email blast

FOR QUESTIONS, PLEASE CONTACT KIM GORDON AT
KIM.GORDON@CFHLA.ORG OR 407-313-5040.

[CLICK HERE TO REGISTER](#)

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**PARTNERS IN ACTION - CELESTE HOTEL ORLANDO
HOSTS LAKE HOWELL HIGH SCHOOL STUDENTS**



Under the our new five-year strategic plan, our Central Florida Hotel & Lodging Association High School Outreach Subcommittee recently hit a new milestone.

Last week, our lodging member - [The Celeste Hotel Orlando, a Tribute Portfolio Hotel](#) - partnered with [Seminole County Public Schools](#) and [Lake Howell High School](#)'s Culinary Program for a student field trip to their property!

This is significant because this was the first time CFHLA had coordinated a student field trip from Seminole County to one of our member properties!

Nearly 40 Lake Howell students spent the morning touring Celeste's guest rooms, meeting spaces, kitchen, and restaurant. Then the students had the opportunity to ask the hotel executive team about their careers path and future job opportunities.

Thank you, CFHLA Board Member, General Manager Joe Delgado, and Director of Sales Sarah Ehmke, for your excellent leadership on this important initiative and for giving these students a behind-the-scenes look at your hotel!

By working with our educational partners, we can showcase our industry as an inclusive work environment that attracts, retains, and develops a talented, energized, and diverse workforce.

JW MARRIOTT BONNET CREEK PLAYS HOST TO HOSPITALITY & TOURISM CAREER FAIR

Recently, the [JW Marriott Bonnet Creek Resort & Spa](#) and their Adopt-A-School Partner, [Olympia High School](#), teamed up to host a career fair for hospitality and tourism students from several [Orange County Public Schools](#).

Over 100 Juniors and Seniors from [Freedom High School](#), [Horizon High School](#), [Olympia High School](#), & [Windermere High School](#) learned about summer jobs, internships, and career opportunities in Central Florida's Hospitality Industry.

Thank you to the teams at the JW Marriott Bonnet Creek Resort & Spa and Olympia High School for promoting the hospitality industry to these students!



PARTNERS IN ACTION - ALLIED RELATIONS COUNCIL BOARD

Last week, the CFHLA Allied Relations Council Board provided a pizza lunch as part of Teacher Appreciation Week for the educators at their Adopt-A-School partner, [Lockhart Elementary School](#).

Thank you to all the members of the Allied Relations Council for their continued involvement and support to our local schools and educational partners!





**CONGRATULATIONS TO OUR
MAY MEMBERS OF THE MONTH**



Keith Luka

[Holiday Inn Club Vacations -
Orange Lake Resort](#)



George Haq

[B&H Towels & Linens](#)

MEET THE SILVER

Did You Know...that [BluSky](#) is a national restoration contractor with locations coast to coast. They provide commercial, industrial, governmental, and multifamily restoration, renovation, environmental, and roofing services across the U.S



UPCOMING EVENTS

For more information on upcoming events, or to register, just click on the links below.

- [DIVERSITY COMMITTEE MEETING \(5/8/2023\)](#)
- [ALLIED RELATIONS COUNCIL BREAKFAST \(5/9/2023\)](#)
- [CFHLA EXECUTIVE COMMITTEE MEETING \(5/9/2023\)](#)
- [LEADS GROUP \(5/10/2023\)](#)
- [I-DRIVE/LBV AREA GENERAL MANAGERS MEETING & RECEPTION \(5/10/2023\)](#)
- [SECURITY & SAFETY COUNCIL MEETING \(5/11/2023\)](#)
- [2023 HOB NOB - LODGING REGISTRATION \(5/17/2023\)](#)
- [AIRPORT AREA GENERAL MANAGERS LUNCHEON \(5/23/2023\)](#)
- [GOVERNMENT AFFAIRS MEETING \(5/24/2023\)](#)
- [CFHLA BOARD OF DIRECTORS MEETING \(5/31/2023\)](#)
- [ENGINEERS COUNCIL BOARD MEETING \(6/1/2023\)](#)

- [ADOPT-A-SCHOOL & CARES COMMITTEE MEETING \(6/1/2023\)](#)
- [ALLIED RELATIONS COUNCIL BOARD MEETING \(6/6/2023\)](#)
- [HR SEMINAR SERIES #1 \(6/8/2023\)](#)
- [SECURITY & SAFETY COUNCIL MEETING \(6/8/2023\)](#)
- [STATE OF ORANGE COUNTY ADDRESS \(6/9/2023\)](#)
- [CFHLA EXECUTIVE COMMITTEE MEETING \(6/13/2023\)](#)
- [LEADS GROUPS \(6/14/2023\)](#)
- [EMPLOYEE RELATIONS COMMITTEE MEETING \(6/14/23\)](#)
- [FOUNDATION BOARD MEETING \(6/20/2023\)](#)
- [GOVERNMENT AFFAIRS MEETING \(6/21/2023\)](#)
- [2023 ORLANDO CITY SOCCER CLUB - HOSPITALITY NIGHT \(6/21/2023\)/2023\)](#)
- [SECURITEE GOLF CLASSIC \(6/23/2023\)](#)

**Click Here to View Upcoming
CFHLA Meetings & Events**

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

VIEW JOB POSTINGS

COMMERCIAL & HOSPITALITY CLEANING

BUILDING MAINTENANCE



Efficient and Reliable Integral Maintenance
Services in the Industry for Over 28 Years



• WaterDamage 24 /7 Restoration.



• Carpet Cleaning.

• Tile Floor and Grout Cleaning.

• Marble Cleaning, Maintenance & Restoration.



• In-House Program.



• Smoking to Non-Smoking Room Conversion.

• Odor Treatment & Pet Odor Removal.



• Upholstery & Drapery Cleaning.

• Mattress Restoration.



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About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.