



May 12, 2023

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## NATIONAL TRAVEL AND TOURISM WEEK

This week, the Central Florida Hotel & Lodging Association was proud to celebrate the 40th Anniversary of **National Travel and Tourism Week** (May 7-13, 2023) by distributing pineapples — the official symbol of hospitality — and receiving several proclamations from [Orange County](#), [Osceola County](#) and [Seminole County](#).

Each of these proclamations recognized the importance of the tourism and hospitality industry, as well as its essential role in **stimulating our local economy, cultivating our vibrant community, creating quality job opportunities, and elevating the quality of life for our local residents every day.**

Also, Central Florida was once again recognized as the **most visited destination in the United States, with more than 74 million visitors in 2022! This resulted in more than \$75 billion in positive economic impact and supported 41 percent of the total regional workforce.**

Here are a few more significant facts about the impacts of tourism, within each county in Central Florida, over the past year:



### Orange County

Once again, Orlando is the **most visited destination in the world**, with more than **74 million visitors who came to the destination in 2022**.

Tourism within the Greater-Orlando area **generated \$67.1 billion in economic impact, supported 31% of the workforce**, and the [Orange County Convention Center](#) contributed **\$3 billion in economic impact**.



### **Osceola County**

Tourism is the largest industry in Osceola County, **generating over \$5.5 billion in annual economic impact** and is **responsible for over 45,000 jobs**.

Additionally, Osceola County has now **grown to more than 55,000 overnight accommodations** within the county.



### **Seminole County**

In 2022, Seminole County **surpassed Tourist Development Tax projections by 45%**, and **hotel occupancy rates increased by 18%**, demonstrating a significant rebound in the hospitality industry.

Furthermore, Seminole County **hosted 97 sporting and athletic events** in 2022 at the Boombah Sports Complex, Soldiers Creek Park & Sylvan Lake Park, which **generated \$65 million in total economic impact** for the county!

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**VISIT ORLANDO ANNOUNCES 2022  
VISITATION NUMBERS**



As we close out National Travel and Tourism Week, we'd like to congratulate our partners at [Visit Orlando](#), who made a MAJOR announcement at yesterday's Travel & Tourism Luncheon!

Last year, Orlando was proud to welcome **74 million visitors again to our region**, which **surpassed 2021 visitation by 15 million visitors (a 24% increase)**! With Orlando quickly rebounding, we have now nearly recovered to our pre-pandemic visitation levels of 2019, making Orlando the number-one destination once again!

**Congratulations again to the team at Visit Orlando and all of our regional tourism and hospitality partners, on this incredible accomplishment!**

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## ALLIED RELATIONS COUNCIL BREAKFAST



On Tuesday, May 9th, CFHLA hosted its **May Allied Relations Council Meeting and Breakfast** at the [Wyndham Lake Buena Vista Resort Disney Springs Resort Area](#) (Thank You Jay Leonard, General Manager).

Thank you to the more than 100 members who joined us to hear from a panel of **CFHLA PAC & PC Board Members**, who spoke on the topic, "**Why the Political Process is So Important and How it Affects Your Business and the Hospitality Industry.**"

The discussion panel, was moderated by ARC Chair, VIP Member, and CFHLA Board Member **Erin Sims** of [Landform of Central Florida](#), included: **Brad Boland**, Vice President of Development, [Innovative Hospitality Partners](#); **Jackie Bozzuto**, Partner, [Lowndes](#); **Jay Leonard**, General Manager, [Wyndham Lake Buena Vista Resort Disney Springs Resort Area](#); and **Jason Lopez**, General Manager, [Doubletree by Hilton at the Entrance to Universal](#).

Lastly, CFHLA would like to thank the 2023 Allied Relations Council Breakfast

Sponsor, [Wealth Management Strategies of Central Florida/Equitable Advisors](#), for supporting "Members Doing Business With Members!"



In alliance with



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**HUMAN RESOURCES SEMINAR SERIES -  
REGISTER TODAY, FIRST SESSION IS JUNE 8!**



# 2023 HUMAN RESOURCES SEMINAR SERIES

## **Seminar Pricing:**

**3 Seminar Package: \$135**

**Seminar #1: \$50**

**Seminar #2: \$50**

**Seminar #3: \$50**

**CFHLA Policy:**

*Cancellations must occur at least 7 days in advance to qualify for a refund. Registrations may be transferred between company employees.*

## **Presenting Sponsor:**

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## **Corporate Partners:**



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**For more information, please contact Melanie Anesh at [melanie.anesh@cfhla.org](mailto:melanie.anesh@cfhla.org) or 407-313-5022**

## **SEMINAR #1**

### **How to Navigate Emerging Risks and Trends**

Thursday, June 8, 2023

8:00 AM - 10:00 AM

**Orlando World Center Marriott**

8701 World Center Drive,  
Orlando, FL 32821

## **SEMINAR #2**

### **2023 Annual Legal Update**

Tuesday, August 29, 2023

8:00 AM - 10:00 AM

**Gaylord Palms Resort & Convention Center (before HEAT)**

6000 West Osceola Parkway,  
Kissimmee, FL 34746

## **SEMINAR #3**

### **Workforce and Immigration Policy and Updates**

Wednesday, November 1, 2023

8:00 AM - 10:00 AM

**UCF Rosen College of Hospitality**

**- Disney Dining Room**

9907 Universal Blvd.  
Orlando, FL 32819

**CLICK HERE  
TO REGISTER**

**I-DRIVE/LAKE BUENA VISTA AREA GENERAL MANAGERS MEETING & RECEPTION**



On **Wednesday, May 10th**, the **I-Drive/Lake Buena Vista Area General Managers** met for their meeting and reception at the [Hilton Garden Inn Lake Buena Vista/Orlando](#) (Thank You **Les Harris, General Manager**).

This meeting featured an update on the upcoming [Brightline](#) service from **Gabe Martinez**, Vice President of Distribution at Brightline.

CFHLA would also like to thank our 2023 I-Drive/Lake Buena Vista General Manager's meeting sponsor, [Prasidio Insurance](#) for their support!



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**JOIN US FOR OUR MAY AFTER HOURS  
NETWORKING RECEPTION**



## After Hours Networking Reception

Wednesday, May 31 2023

5:00PM - 6:30PM

**Gaylord Palms Resort & Convention Center**

6000 West Osceola Pkwy, Kissimmee, FL 34746

*Complimentary Self-Parking*

**This event is open to all active  
2023 CFHLA Allied and Lodging Members.**

Cash bar will be available.  
Complimentary light appetizers provided by:



GAYLORD PALMS™

RESORT & CONVENTION CENTER

*Florida*

**[CLICK HERE TO REGISTER](#)**

PLEASE NOTE THAT REGISTRATION WILL CLOSE AT 5PM ON MAY 26, 2023 OR  
WHEN SPACE REACHES CAPACITY. SORRY, NO WALK-INS.

*All attendees MUST be at least 21 years of age or older to attend.*

For more information please contact Faith Moore at [faith.moore@cfhla.org](mailto:faith.moore@cfhla.org)

Central Florida Hotel & Lodging Association | 6675 Westwood Blvd., Suite 210 | Orlando, FL 32821 | [www.cfhla.org](http://www.cfhla.org) | 407-313-5000

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**DRURY PLAZA HOTEL ORLANDO - DISNEY SPRINGS  
HOLDS RIBBON CUTTING**



On **Thursday, May 11th**, CFHLA joined the [Drury Plaza Hotel Orlando - Disney Springs Area](#) for their official ribbon cutting and grand opening celebration.

After initially opening late last year, the **604-room property** now features a renovated hotel and newly constructed tower, with over **17,000 square feet** of event space available.

As an official [Walt Disney World](#) hotel, guests enjoy early theme park entry, complimentary shuttles to the Disney theme parks, complimentary hot breakfast, and free hot dinner time snacks and beverages at their 5:30 pm daily Kickback.

**Congratulations again to General Manager Tom Drury, and the entire team at the Drury Plaza Hotel Orlando - Disney Springs Area, on your official grand opening and we welcome you to our community!**



## FOUR SEASONS WELCOMES ADRIEN HAREL

CFHLA would also like to welcome **Adrien Harel** to the Central Florida hospitality community!

Adrien was recently named as the Resort Manager at [The Four Seasons Resort Orlando at Walt Disney World](#).

Adrien joins the Orlando property from Four Seasons Resort Bora Bora, where he also served as Resort Manager. A 15-year veteran of Four Seasons, Adrien has travelled across three continents with the company, working at properties in Mauritius, Serengeti, Casablanca and Megève, in addition to Bora Bora.

A Mauritius native, Adrien graduated from the Ecole Hôtelière Sir Gaëtan Duval, formerly known as the Hotel School of Mauritius, where he discovered his passion for hospitality, as well as food and beverage, eventually gaining experience with various luxury hospitality brands.

Adrien and his family are excited to embark on their next journey in the US and to establish a home in Orlando. Welcome to Central Florida Adrien!



## HOSPITALITY NIGHT SOCCER TICKETS ON SALE

As a reminder, tickets are on sale for a pair of **Hospitality Night** soccer matches this summer at Exploria Stadium.

CFHLA has partnered with [Orlando City Soccer](#) and the [Orlando Pride](#) to offer a terrific opportunity to reward our hardworking staff and team members with a fun night, all while supporting Orlando's hometown teams.

**Match Dates:** **Orlando City** on **Wednesday, June 21** vs. the Philadelphia Union at 7:30pm and the **Orlando Pride** on **Friday, July 7** at 7pm vs. OL Reign.

In addition to individual match tickets, Orlando City and the Pride are offering exclusive ticket packages to CFHLA Members that include tickets to **BOTH matches (for one price)**.

If you are **interested in purchasing 10 or more tickets, other premium group space or a corporate package**, please contact Kacey Tessitore at [ktessitore@orlandocitysc.com](mailto:ktessitore@orlandocitysc.com) or 407-214-3450.

**To purchase individual match tickets**, please click on the links below.

June 21, Orlando City vs. Philadelphia - <https://fevo.me/cfhla2023>

July 7, Orlando Pride vs. OL Reign - <https://fevo.me/cfhla2023pride>

# HOSPITALITY NIGHT



JUNE 21 - 7:30 PM



JULY 7 - 7:00 PM



EACH PACKAGE INCLUDES TICKETS TO BOTH MATCHES

TICKETS	PRICE
25 TICKETS TO BOTH MATCHES	\$500
50 TICKETS TO BOTH MATCHES	\$750
100 TICKETS TO BOTH MATCHES	\$1500

INTERESTED IN SUITES? CONTACT KACEY TESSITORE

ORLANDO HEALTH



KACEY TESSITORE  
KTESSITORE@ORLANDOCITYSC.COM  
407-214-3450

## PARTNERS IN ACTION - ARC BOARD

In recognition of Teacher Appreciation Week, the **CFHLA Allied Relations Council** delivered pizzas and desserts to the teachers and staff this week at their new Adopt-A-School partner, [Wekiva High School](#).

**Thank you to the members of the ARC Board for expanding your support of our local educators!**





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## **PARTNERS IN ACTION - EMBASSY SUITES BY HILTON ORLANDO INTERNATIONAL DRIVE ICON PARK**

The [Embassy Suites by Hilton Orlando International Drive ICON Park](#) also recently honored two staff members from their Adopt-A-School partner, [Magnolia School](#).

Arleene Garcia, a 2022-23 [Orange County Public Schools](#) Teacher of the Year Honoree and Regina Harris, a 2022-23 [Orange County Public Schools](#) Support Person of the Year Honoree, were each gifted a two-night stay at the property, as a way to congratulate and thank each of these amazing individuals!

**Thank you to the team at the Embassy Suites by Hilton Orlando International Drive ICON Park for recognizing these fantastic individuals, who make a significant difference in our schools each and every day!**



2022-23 Orange County Public Schools  
TEACHER OF THE YEAR  
HONOREE

**Arleene Garcia**  
Magnolia School

*Stellar*  
AWARDS



2022-23 Orange County Public Schools  
SUPPORT PERSON  
OF THE YEAR HONOREE

**Regina Harris**  
Magnolia School

*Stellar*  
AWARDS

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## **PARTNERS IN ACTION - CLEAN TEC SERVICES**

Lastly, CFHLA Allied Member, [Clean Tec Services](#), recently treated the faculty and staff at their Adopt-A-School partner, [Orlo Vista Elementary School](#), to lunch as part of Teacher Appreciation Week.

**Thank you Clean Tec Services for your support of our educational partners and taking such an active role in the Adopt-A-School program!**



## CONGRATULATIONS TO OUR MAY MEMBERS OF THE MONTH



**Keith Luka**

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



**George Haq**

[B&H Towels & Linens](#)

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### MEET THE SILVER

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### UPCOMING EVENTS

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

- [\*\*2023 HOB NOB - LODGING REGISTRATION \(5/17/2023\)\*\*](#)
- [\*\*AIRPORT AREA GENERAL MANAGERS LUNCHEON \(5/23/2023\)\*\*](#)
- [\*\*GOVERNMENT AFFAIRS MEETING \(5/24/2023\)\*\*](#)
- [\*\*HURICANE PREPAREDNESS SEMINAR \(5/25/2023\)\*\*](#)

- **CFHLA BOARD OF DIRECTORS MEETING (5/31/2023)**
- **MAY AFTER HOURS (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)**
- **HEAT COMMITTEE MEETING (6/20/2023)**
- **GOVERNMENT AFFAIRS MEETING (6/21/2023)**
- **ORLANDO CITY SOCCER HOSPITALITY NIGHT (6/21/2023)**
- **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**

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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.