

FOR IMMEDIATE RELEASE
June 1, 2023

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CFHLA ANNOUNCES NEW “HEART OF HOSPITALITY” INITIATIVE

ORLANDO, FLA (June 1, 2023) – Today, the Central Florida Hotel & Lodging Association (CFHLA) announced a new workforce development and awareness initiative called the “Heart of Hospitality.” This initiative is designed to offer a glimpse into the hospitality industry and share the incredible stories of dozens of individuals who are truly at the heart of it. These stories include front-line employees, mid-level managers, and even executive-level positions, who provide exceptional service and play a pivotal role in helping to make Central Florida the top choice for visitors to return again and again.

With nearly 400,000 talented, unique and incredibly diverse individuals who make up the Central Florida Tourism and Hospitality Industry, our regional workforce is as diverse as the attractions and offerings within the region.

Currently in Central Florida, more than 62% of the hospitality and tourism workforce identifies as either black or Hispanic, compared to just 41% on the national level. Furthermore, 56% of the workforce is female and 43% of all those employed are between the ages of 23-44, both which exceed the national averages.

These hospitality professionals and their stories, will be recognized and highlighted over the summer on all of CFHLA’s social media channels, as well as the Association’s website (<https://www.cfhla.org/heart-of-hospitality>).

“Visitors come to Central Florida from all over the globe to experience our exceptional service and to explore what makes our community so inclusive,” remarked Anthony Lazzara, Chairman of the CFHLA Board of Directors and General Manager of the Hotel Kinetic Orlando Universal Blvd. “Not only does travel and tourism provide an incredible impact on our community, but it also allows our hospitality professionals to provide an equal impact on those guests that they interact with on a daily basis.”

“Our attractions, hotels, and resorts are all special in their own right, but what makes our region truly extraordinary is the incredible diversity and uniqueness of the employees

that make up the local workforce as they are truly the heart of the Central Florida hospitality industry,” commented Robert Agrusa, President and CEO of CFHLA. “Our industry has many stories to tell, and the Heart of Hospitality initiative is designed to share these stories to our local residents and help raise awareness to our future visitors from around the world.”

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 more than 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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