



May 24, 2024

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In observance of Memorial Day, our CFHLA Office will be closed this Monday, May 27th and will resume normal office hours on Tuesday, May 28th.

As we spend time with our families and friends this weekend, let's all take a moment to remember and honor those who have made the ultimate sacrifice in service to our country and to their families. May we always remember this nation remains the home of the free, because of the brave.

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## Happy National Travel and Tourism Week

This week, marked the 41st anniversary of **National Travel and Tourism Week (NTTW)**. Established in 1983, (NTTW) is an annual tradition that celebrates the U.S. travel and tourism community and highlights the essential role of travel, which fuels our communities, small businesses and working families across the country and serves as a catalyst for a productive U.S. economy.



This year, CFHLA along with our tourism partners celebrated what travel means to Central Florida residents and highlighted our industry's undeniable impact on our local community. From our communities to our jobs to our economy - travel touches and benefits us all.

In celebration of NTTW, CFHLA was proud to receive proclamations from Orange County, Osceola County and Seminole County which 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.

In addition, [Visit Orlando](#) made the exciting announcement that once again, Central Florida has maintained its leadership position as America's **most-visited destination in the United States** with more than **74 million visitors in 2023**. This includes **6.13 million international visitors, which is an increase of 25%** over our 2022 numbers. **Canada remains Orlando's top international market**, with a record of more than 1.2 million visitors traveling to Orlando in 2023, the **highest number from this market in Orlando's history**.

Moreover, the travel and tourism industry generated **\$87.6 billion in local economic impact and continues to support nearly 40% of the workforce in Central Florida**.

Overall, travel spending across the U.S. generated **\$2.8 trillion economic output and supported over 15 million jobs**. Plus, \$89 billion was generated in state & local tax revenue that supported essential services, such as education, emergency response, public safety and more.

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



**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 2023.

Tourism within Orange County generated **\$73.6 billion in total economic impact and supported more than 383,000 jobs.**



**Osceola County:**



Tourism continues to be the largest industry in Osceola County, generating over **\$9.8 billion in economic impact**, and was responsible for approximately **38,900 jobs for our local residents in 2022**.

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



### **Seminole County:**

During the FY 2022-2023, Seminole County **surpassed previous fiscal year's Tourist Development Tax collections by over 30.8%**.

Plus, travel to and within Seminole County generated **\$4.2 billion in economic impact**, provided **\$192.2 million in state and local taxes**, and supported more than **27,600 jobs for local residents in 2022 alone**.

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## **Airport Area General Managers Meeting**

On Tuesday, May 21st, the Airport Area General Managers held their quarterly meeting and luncheon at the [Holiday Inn Orlando - International Airport](#) (Thank You R.P. Rama, President & CTO/CIO and Laetitia Perkins, General Manager).

Thank you to **Kyle Trager, Director of Development at [UCF Rosen College of Hospitality Management](#)** and **Jim Inglis, Program Directors**

Hospitality at [Valencia College](#) for sharing ways that our local airport area hoteliers can better connect with the currently enrolled students for internship opportunities and future employment.



Lastly, we'd like to thank our 2024 Airport Area General Managers Meeting Sponsors, [ATMFLA, Inc.](#) and [Spinout Guest Laundries, Inc.](#) for their continued support!



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## UCF Area/East Orlando General Managers Meeting

On Wednesday, May 22nd, the UCF Area/East Orlando General Managers held their quarterly meeting and luncheon at the [Celeste Hotel Orlando, a](#)

**Tribute Portfolio Hotel** (Thank You Jesse Martinez, General Manager and Sarah Ehmke, Director of Sales).

Thank you to **Darrell Harbin, President & Chief Revenue Officer** with the **Orlando Valkyries**, for attending the meeting and for sharing an update on this exciting new addition of professional women's volleyball to our Central Florida sports community.



Lastly, we'd like to thank our 2024 UCF Area/East Orlando General Managers Meeting Sponsors, **Clean Tec Services** and **Gas South** for their continued support!





# GAS SOUTH

Be Prepared for this Upcoming Hurricane Season.  
Register Today!



**CFHLA**  
Engineers Council

## HURRICANE PREPAREDNESS SEMINAR

Wednesday, June 5, 2024  
3:00pm-5:00pm  
Sheraton Orlando Lake Buena Vista  
(12205 S Apopka Vineland Rd, Orlando, FL 32836)

**Registration: \$40 per person**

**Featured Guest Speakers:**

	<b>2024 Hurricane Forecast</b> <b>Jonathan Kegges</b> Meteorologist, WKMG News 6		<b>Hurricane Preparedness, Before, During and After a Storm</b> <b>Lauraleigh Avery</b> Orange County Emergency Manager
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The program will also include best practices before, during and after a storm as well as the opportunity to learn about the various products and services that our CFHLA Allied Members can provide relating to Hurricane Preparedness. Representatives from the following companies will be in attendance:

**CLICK HERE TO REGISTER**

For more information please contact Erin Walsh, 407-313-5012 or [erin.walsh@cfhla.org](mailto:erin.walsh@cfhla.org)



## Last Chance to Save - CFHLA Heat Tradeshow

Last chance to register before the booth price increases on June 1st!

[CLICK HERE](#) to see if your company has purchased a booth (prior to 5/24/24).



# 2024



# HEAT TRADESHOW

Tuesday, August 27, 2024 | Walt Disney World Dolphin Resort

1500 Epcot Resorts Blvd., Lake Buena Vista, FL 32830

### EARLY REGISTRATION:

## Single Booth Fee: \$1,150

*Registration fee to increase after June 1st.*

Fee includes: (1) 10'x10' piped & draped booth with 6' skirted table,  
(2) chairs, signage, and (3) name badges  
*(upgrades to a corner or premier row booth will be available at a later date)*

**BOOTH PRICE DOES NOT INCLUDE ELECTRICITY**

Cancellations received 30 days prior to the show will receive a 50% refund.  
Sorry, NO refunds after Friday, July 26, 2024.

**THEME:**  
"OLYMPIC SPIRIT"

Embrace the Olympic Spirit:  
Igniting Excellence in Hospitality



## CLICK HERE TO PURCHASE A BOOTH

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Questions - Contact Kim Gordon at [kim.gordon@cfhla.org](mailto:kim.gordon@cfhla.org) or 407-313-5040

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**CFHLA Welcomes the Leadership Mentoring Program,  
CLASS III**

CFHLA is proud to announce the selection of 18 mentees and 30 mentors, who will participate in CFHLA's Leadership Mentoring Program, Class III. Each of these individuals represent our up-and-coming diverse and future leaders of the hospitality industry throughout the Central Florida region.

In just two years, the program has more than doubled in size and each participant will be mentored by at least two industry professionals throughout the year. Furthermore, the participants will focus on developing additional transferable leadership skills including leadership management, public speaking, networking, conflict resolution and emotional intelligence.

[CLICK HERE](#), to learn more about this year's program.

Congratulations again to following 18 individuals been selected to participate in Class III of the CFHLA Leadership Mentoring Program!

**MEET CLASS III**

 <i>Virginia Allen</i> DIGITAL-CFOS	 <i>Kathryn Busche</i> AC BY MARRIOTT ORLANDO DOWNTOWN	 <i>Viktoriia Chorna</i> HYATT HOUSE ORLANDO AIRPORT
 <i>Cinthia Cuervo Sen</i> SENCU CONSTRUCTION	 <i>Yoneysi Jackson</i> WYNDHAM ORLANDO RESORT & CONFERENCE CENTER / CELEBRATION	 <i>Jonita Jones</i> WYNDHAM ORLANDO RESORT INTERNATIONAL DRIVE

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION  
LEADERSHIP MENTORING PROGRAM

## MEET CLASS III



*Veronica Kramer*  
DRURY PLAZA HOTEL  
ORLANDO DISNEY SPRINGS



*Cullen Leist*  
WALT DISNEY WORLD SWAN  
AND DOLPHIN RESORT



*Cady Lewis*  
HYATT REGENCY ORLANDO  
INTERNATIONAL AIRPORT



*Michelle Lomelino*  
TOPTALENT STAFFING



*Jonathan Morales*  
DRURY PLAZA HOTEL  
ORLANDO DISNEY SPRINGS



*Gustavo Morales*  
HYATT REGENCY ORLANDO  
INTERNATIONAL AIRPORT

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION  
LEADERSHIP MENTORING PROGRAM

## MEET CLASS III



*Analuz Morgan*  
SHERATON SUITES ORLANDO  
AIRPORT



*Tom Nalis*  
WYNDHAM LAKE BUENA VISTA  
DISNEY SPRINGS RESORT AREA



*Elijah Noel*  
THE ALFOND INN AT  
ROLLINS



*Mariely Rodriguez*  
UMANO RESOURCES LLC



*Marisabel Rodriguez*  
HOLIDAY INN CLUB  
VACATIONS - ORANGE LAKE  
RESORT



*Marelix Santiago*  
HOLIDAY INN ORLANDO  
INTERNATIONAL AIRPORT

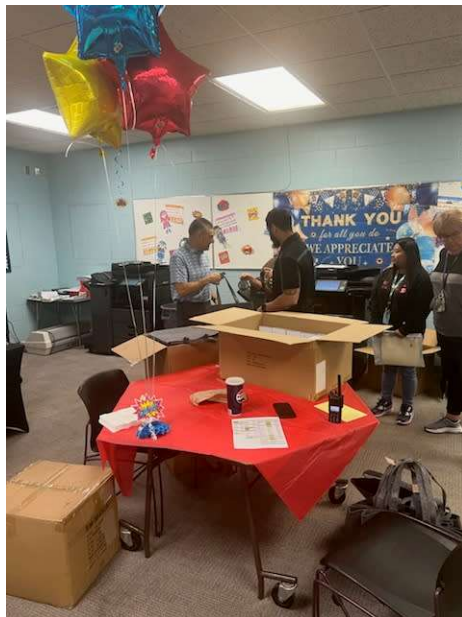
CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION  
LEADERSHIP MENTORING PROGRAM

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SIT BACK AND RELAX  
LET US HANDLE YOUR RENOVATION  
*(Your guests won't even know we're there.)*

Partners in Action - Global Sourcing International

Recently, **CFHLA Allied and VIP Member, [Global Sourcing International, LLC](#)**, treated the faculty and staff at their Adopt-A-School partner, **[Palmetto Elementary School](#)**, to a total of 115 thoughtful gifts for Teacher Gift Day as part of Teacher Appreciation Week, which included Bluetooth speakers with emergency LED lights and recycled tote bags.



**Thank you Global Sourcing International for making a positive impact within our local schools!**



## Partners In Action - Courtyard by Marriott Orlando Downtown

Lastly, CFHLA Lodging Member, [Courtyard by Marriott Orlando Downtown](#), recently treated the faculty and staff at their Adopt-A-School partner, [Howard Middle School](#), to breakfast as part of the recent Teacher Appreciation Week. Everyone was excited to enjoy a nice breakfast with their Ranger Family, getting energized to start the day with the students.



**Thank you to the teachers, administration, and students at Howard Middle School and team members at Courtyard by Marriott Orlando Downtown for your continued partnership in education!**

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**USA vs. Brazil Soccer - Special Member Offer - Tickets Starting at \$40 🏆**

CFHLA is excited to share that we have teamed up with [Florida Citrus Sports](#) again to offer our members and their families special access to discounted ticket rates for the upcoming second edition of the **Allstate Continental Clasico**, as the **U.S Men's National Soccer Team** will take on world powerhouse **Brazil** on **Wednesday, June 12th** at **Camping World Stadium**.

Please [CLICK HERE](#) to choose the seats you want for this once in a lifetime opportunity to see two top International soccer teams on June 12th! Tickets start at only \$40.



**CLICK HERE TO  
PURCHASE FOOTER AD**

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



**Suzi Brady**

Courtyard Orlando Lake Buena  
Vista at Vista Centre



**Heather Hutter**

Crete Building Services

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## MEET THE SILVER



**Did You Know...** ["The Sherwin-Williams Paint Company"](#) loves to give back to the community in impactful ways. In April of 2023, they sent 20 volunteers with paint, brushes and roller covers in hand to beautify the parking lot of the Children's Safety Village of Central Florida.

Many of their crosswalks and curbs were losing their visibility which impacts the safety of the children on site. We re-stripped all the curbs and crosswalks to help create a more beautiful and secure environment for the children. It's a great feeling to give back to such a great Central Florida community!"



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## UPCOMING EVENTS

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

- [CFHLA Board of Directors Meeting \(5/29/2024\)](#)
- [2024 CFHLA May After Hours \(5/29/2024\)](#)
- [Leadership Development Series Seminar #2 - Revenue Management \(5/30/2024\)](#)
- [CFHLA - Expedia Group Educational Session - Unveiling Travel Trends and Strategies \(6/4/2024\)](#)
- [2024 Hurricane Preparedness Seminar \(6/5/2024\)](#)

Click Here to View Upcoming  
CFHLA Meetings & Events

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## JOB OPENINGS



Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

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## CONNECT WITH CFHLA



[WWW.CFHLA.ORG](http://WWW.CFHLA.ORG)

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.