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CFHLA APPLAUDS THE APPROVED VISIT ORLANDO CONTRACT AND SIGNIFICANT INCREASE TO THE SPORTS INCENTIVE FUND

ORLANDO, Fla. (May 21, 2024) – Today, after several months of discussions and negotiations with Orange County, the Board of Orange County Commissioners (BOCC) agreed by a vote of 3-2 (Scott and Wilson absent) to a renewed contract with Visit Orlando that will secure their funding agreement until 2032. Additionally, the BOCC increased the funding dedicated to the sports incentive fund to \$10 million annually, as well as \$5 million in additional ARC funding beginning in October 2024.

In 2022, the Central Florida tourism and hospitality industry generated a record \$87.6 billion in economic impact. Additionally, with more than 50% of our local sales tax revenue collected by out-of-town visitors and nearly 450,000 that are employed by the tourism and hospitality industry, our community benefits greatly when travel thrives.

“On behalf of the CFHLA Board of Directors, we'd like to say thank you to Mayor Demings and Commissioners Moore and Gomez Cordero for their support of a renewed contract with our outstanding and proven community partner, Visit Orlando,” said Robert Agrusa, president and CEO of the Central Florida Hotel and Lodging Association. “We are extremely supportive of the great work that Visit Orlando does to market and sell our destination, as they play an essential role in driving economic impact for Orange County to ensure that our region flourishes. Also, in order for Orange County to continue to remain competitive with so many destinations from across the globe, it is imperative that we maintain significant funding for Visit Orlando as they are in a unique position to protect and grow our market share as a leading travel and tourism destination.”

“Furthermore, by increasing our sports incentive funding by 60%, our sports tourism partners such as the Greater Orlando Sports Commission and Florida Citrus Sports, will be able to aggressively seek additional marquee and world class sporting events for many years to come. Today's vote was a tremendous win for Orange County and its residents, as it demonstrates the industry's willingness to find common ground with the BOCC through meaningful and impactful change, while maintaining our competitive edge as the leading destination in the country,” said Robert Agrusa.

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 throughout the Central Florida Region (including but not limited to Lake, Orange, Osceola, Polk and Seminole 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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