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VETERAN TV NEWS ANCHOR AND FORMER REPORTER KEITH LANDRY JOINS CFHLA AS NEW DIRECTOR OF COMMUNICATIONS AND MARKETING

ORLANDO, Fla. (September 18, 2024) – Today, the Central Florida Hotel and Lodging Association (CFHLA) proudly announced the hiring of Keith Landry as the new Director of Communications and Marketing, effective September 18, 2024.

Mr. Landry covered thousands of news stories over 26 years as a TV News Anchor and Reporter, working in television markets across America. Keith brought the news to Central Florida for almost 14 years at Fox 35 News in Orlando. He served as Weekend Anchor and as a News Reporter. Mr. Landry produced and hosted the Orlando Matters public affairs show for nine years. Keith also represented Fox 35 as a community ambassador, appearing regularly at public events and serving on several Central Florida boards. Mr. Landry has also worked with a variety of clients over 14 years as a public relations consultant. He is Founder of Keith Landry Media.

Robert Agrusa, President and CEO of the Central Florida Hotel and Lodging Association, expressed confidence that Keith is ready for the challenges ahead. “Keith has a strong passion to tell the stories about the hardworking individuals who make a difference every day while working in Central Florida’s hospitality industry.” Mr. Agrusa added, “Keith will use his extensive experience as a veteran journalist to help promote and elevate the hospitality industry, as well as educate our community on how this dynamic industry creates jobs, brings in huge tax revenue and creates an amazing quality of life for visitors and families who live in Central Florida. Our team is very excited to have him on board.”

Mr. Landry welcomes the new role. He said, “When visitors travel to Central Florida and stay at our hotels and resorts, it’s great news for our families who live here. The hospitality industry paid more than \$27 billion in wages and benefits to Central Florida workers last year. Tourism dollars pay for many government services and save our local families an average of \$7,400 per year on their taxes. These are stories I am excited to share with our neighbors.”

About Central Florida Hotel & Lodging Association

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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