



NEWS AND EVENTS FROM THE WORLD'S LARGEST REGIONAL HOTEL ASSOCIATION

- OIA Hoteliers
- 2010
- 5 Years
- Hilton Orlando
- Congratulations Teresa
- Jurgen Schafers
- The Peabody Hotel - Job Posting
- Patriot's Day Breakfast

OIA Hoteliers

On Monday, August 24, CFHLA Airport Hoteliers met for a quarterly update and strategic directional meeting. This gathering featured the following hotel general managers:

Roy Nassau of the [Orlando Airport Marriott](#)
 Carrie Greenwood of the [Hyatt Place Orlando Airport NW](#)
 Pat Engfer of the [Hyatt Regency Orlando International Airport](#)
 Linda McCoy of the [Holiday Inn Express Orlando International Airport](#)
 Peter Favier of the [Holiday Inn Select Orlando International Airport](#)

CFHLA thanks **Carrie Greenwood** for hosting this luncheon meeting.



CFHLA Airport hoteliers enjoy an informational luncheon.

2010

As you finalize your 2010 budget process, please remember to **allocate funds** for the renewal of your CFHLA dues investment.

Actual 2010 dues invoices will be forwarded by November 15 and importantly, the CFHLA staff does not project any increases.

For your information, the targeted 2010 dues schedule is as follows:

Lodging: \$4.50 per room

Allied: \$499 annual

Timeshare:

0 - 100 units: \$500

101 - 500 units: \$1,000

LATEST INDUSTRY NEWS

Every week CFHLA will discuss relevant hospitality industry updates here for you:

1. Orlando International Selected for Expansion for DHS Trusted Traveler Program

Orlando International Airport is one of 13 expanded pilot locations for the Department of Homeland Security's (DHS) Global Entry, Trusted Traveler Program. The expansion brings the total number of airports using the system to 20 nationwide. The program uses a biometric scanning machine to help expedite international arrivals for registered U.S. citizens. According to the DHS, participants in the program can pay a one hundred dollar fee, which is valid for five years, and expedite their arrival time processing by up to 75 percent. For enrollment and information about the Trusted Traveler Program visit the Department of Homeland Security website (<http://www.globalentry.gov/>).

2. Orlando CVB Announced Plans To Take "SMILE" Campaign Global for Fall 2009 and Into 2010.

Proving that smiles can be powerful, the Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando/Orange County CVB), announced plans on Wednesday to maintain its successful domestic marketing

Over 500 units: \$1,500

Management: \$500 annual

As always, the CFHLA staff is dedicated to advancing your business interests and ROI.

5 Years

On September 1, CFHLA staff person **Lee Johnson** will be celebrating five (5) years of employment with the Association.

Mr. Johnson has raised the level of the CFHLA Finance Department. Proudly, Lee has achieved 5 consecutive "clean" audits.

CFHLA thanks and congratulates Lee Johnson for this meaningful employment milestone!



Thank You Lee!!

Hilton Orlando

CFHLA congratulates the owners, developers and staff of the "soon to open" **Hilton Orlando** (near the Orange County Convention Center).

This **1,400** room hotel is scheduled to open for business on September 1. The property features **175,000 sq. ft.** of meeting space, 2 restaurants, 2 resort pools, a lazy river, a 9-hole Executive Putting Golf Course, and a full-service spa.

For added information relating to this new property, please visit the Hilton Orlando website: www.TheHiltonOrlando.com



CFHLA offers "Best Wishes" to Doug Gehret and his Hilton team!

Congratulations Teresa

CFHLA offers sincere congratulations to the former **Teresa Donahue** of the **Caribe Royale Orlando**.

On August 12, Teresa married Carl Simpkins.

campaign, "Orlando Makes Me Smile," this fall and to launch it in key international markets including the United Kingdom and Canada. The "Smile" campaign will continue into 2010 where it will also appear in marketing programs around the globe.

"The campaign's creative approach has resonated extremely well with consumers and has provided us with a campaign platform we are very excited to move forward with," said Gary C. Sain, president and CEO of the Orlando/Orange County CVB. "Our spring ad tracking studies showed domestic intent to visit Orlando in the next 12 months was 14 percentage points higher among those target consumers who recognized our smile advertising than those who didn't. The campaign is impactful both in promoting all there is to do in Orlando and the great value we offer. This is exactly the message we need to stimulate demand in all of our key markets this fall and beyond."

The ongoing "Smile Campaign" marketing efforts emphasize the combined brand/retail message, highlighting Orlando's key vacation attributes with strong value offers from partnerships with travel companies around the world and Orlando's hotel and attraction businesses. The campaign will also involve a greater Orlando presence online, where research shows 77 percent of consumers are gathering travel information and 59 percent are booking.

3. Travel Intentions of Americans Improving

The travel intentions of U.S. adults appear to be on the rise, according to the latest travelhorizons™ survey, the nationally representative survey that is co-authored quarterly by Ypartnership and the U.S. Travel Association. Almost two-thirds (63 percent) of U.S. adults expect to take at least one trip for leisure purposes between August 2009 and January 2010, up from 61 percent who expressed the same intention in July 2008. Assuming Americans act on their stated intention, this will translate into an estimated 142 million U.S. adults taking at least one overnight trip during the next six months.

"Americans' continued strong interest in travel and positive perceptions of its affordability are



BEST WISHES TO TERESA AND CARL!

Jurgen Schafers

CFHLA “salutes” Board Member **Jurgen Schafers**, General Manager of the [Omni Orlando Resort at ChampionsGate](#) for hosting the recent (and successful) CFHLA **Staff Retreat**. This three-day gathering of all CFHLA Staff featured a review of all CFHLA programs, activities and budgets for 2010.

Importantly, at the Retreat, emphasis was placed on CFHLA 2010 **Membership** and **Governmental Affairs** (Public Policy).

The plans generated from this activity will be presented to the CFHLA Board, for final approval, at the Annual Board Retreat occurring Tuesday, November 17, 2009.



The Peabody Hotel - Job Posting

The [Peabody Orlando](#) has immediate sales management openings. Requirements include:

- Goal-oriented team player
- Excellent verbal-written communication skills
- Minimum of 5 years of recent hotel group sales experience in an upscale Convention Hotel of 1,000+ rooms
- Aggressive/detail-oriented individual with proven closing skills
- Experience with groups greater than 500+ rooms peak nights in Washington, DC, Chicago, and Northeast geographic markets
- Microsoft Office & Newmarket Delphi a plus!

The Peabody Orlando invites qualified candidates to please submit an online application at www.peabodyorlando.com. Click on Careers.

Patriot's Day Breakfast

The annual CFHLA **Patriot's Day Breakfast** is set to occur on Friday, September 11, 8am – 9:30am, at the beautiful [Orange County Convention Center](#).

CFHLA is proud to announce the Honorary Chairman for this event is Lieutenant Governor for the State of Florida, **Jeff Kottkamp**.

This patriotic breakfast will feature awards for regional “**first responders**” who have gone above and beyond in the line of duty and guest emcee **Keith Landry** of [Fox 35](#).

positive signs for the industry,” said Roger Dow, president and CEO of the U.S. Travel Association. “The cost of travel remains at historic lows, giving consumers phenomenal options and the opportunity to stretch their dollars farther.” According to the national survey of 2,362 respondents conducted between July 21-28, 2009, the average number of overnight trips U.S. adults intend to take during the next six months increased to 2.8 from 2.6 in July 2008. Travelers remained concerned about having sufficient money for travel; however, the majority of adults who are planning to take a trip are adjusting to more limited leisure travel budgets by indicating that they expect to spend less on travel services compared to last year. They also intend to comparison shop for deals, especially online.

The July Traveler Sentiment Index™ (a derivative of six variables measured in the quarterly survey) also reflected consumers’ improved sentiment. After falling slightly between February and April 2009, the index rose to 92.1 (against a base of 100 in March 2007), and three points above the number recorded in April 2009 (89.1). All six of the index indicators displayed gains from the last calendar quarter with the exception of one: “money available for travel”.

“These results reaffirm our belief that downward pressure on the average household budget continues to present the biggest challenge for the industry, not interest in or the desire to travel,” said Peter C. Yesawich, chairman and CEO of Ypartnership. “And that’s precisely why value remains king for U.S. travelers.”

MEMBERS OF THE MONTH

AUGUST HOTELIER OF THE MONTH



Chef Jean Louis
Royal Plaza

This luncheon is proudly sponsored by CFHLA Member [Radio One / Motorola](#).

Please join community and industry leaders at the annual CFHLA 9/11 event:
[CLICK HERE TO REGISTER ONLINE](#).

Trans4mation

Interstate 4 Public Information Office serves Central Florida with a wide array of resources. At <http://trans4mation.org> you'll find comprehensive listings of project news releases, as well as contact names for public information officers, download multimedia files, detour maps, interchange renderings, brochures, newsletters and other documents that are available for the I-4 improvement projects and the 511 travel information service.

To subscribe to the Trans4mation Updates, visit: <http://trans4mation.org/Contact>

AUGUST ALLIED MEMBER OF THE MONTH



Elizabeth Gritzer
LMG Construction Services

[Click to unsubscribe](#)

An advertisement with a red background. On the left is a photograph of a multi-story apartment building. A large yellow speech bubble on the right contains the text: "Reduce energy costs. Upgrade your building's efficiency." Below the speech bubble, it says "Click here for details." with a right-pointing arrow icon. At the bottom, there are two logos: "SAVE THE WATTS .COM" and the "Progress Energy" logo.

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