

Central Florida Hotel & Lodging Association



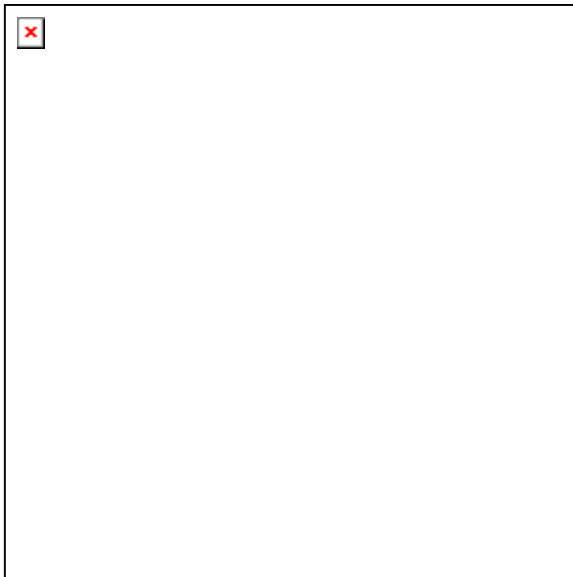
Back OF THE HOUSE

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

- Jacob Stuart
- Images
- Jay Leonard
- Last Chance
- October 1, 2009
- Congratulations
- Adopt-A-School Partners Recognized in Osceola County
- Hospitality Link
- Orlando Business Journal

Jacob Stuart

On Thursday, July 23, CFHLA conducted a “**Breakfast Club**” gathering featuring a special “rail” presentation by [Jacob Stuart](#) of the [Central Florida Partnership](#).



Michael Hanley of AXA Advisors, LLC, Jeff Brinda of the Sheraton Safari Hotel & Suites, Jacob Stuart of The Central Florida Partnership, Greg Hauenstein of the Buena Vista Palace Hotel & Spa and Paul Tang of Hyatt Regency Grand Cypress

This breakfast meeting – held at the [Sheraton Safari Hotel & Suites](#) (thank you Jeff Brinda) – attracted 80 CFHLA Members.

Mr. Stuart discussed the future of “light” and “high speed” rail relating to Central Florida.

CFHLA thanks the law firm of [Moran Kidd](#) for sponsoring this activity.

LATEST INDUSTRY NEWS

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

1. New National Travel MONITOR (SM) Survey Reveals Shifting Accommodation Preferences

The current economic environment is apparently influencing consumers' interest in certain types of lodging accommodations as revealed in the just-released Ypartnership / Yankelovich 2009 National Travel Monitor (SM). Compared to last year, preference for independently operated hotels and resorts is up, while preference for chain-affiliated properties is declining. Leisure travelers are also more likely to cite “value for the price” as a key consideration when selecting lodging accommodations.

Although preference for independent lodging is growing (now cited by 20% of all leisure travelers), it is still important to note that 8 out of 10 leisure travelers prefer chain-affiliated accommodations. This preference has declined significantly from the level

Images

Photographs from the successful July 17 **Forward Thinking 2010** Seminar and Luncheon are featured on the CFHLA website:

www.cfhla.org



Peter Yesawich of the Ypartnership offers the "Keynote Presentation."

CFHLA recognizes the [Orlando Event Photographers](#) for serving as the official photographer of the activity.

Once again, CFHLA thanks the following businesses for serving as corporate sponsors:

[American Hotel & Lodging Educational Institute](#)

[International Drive Improvement District](#)

[Orlando Business Journal](#)

[Orlando Health](#)

[PSAV Presentation Services](#)

recorded last year (84%), however. Also, compared to last year, leisure travelers are more likely to prefer a limited-service hotel or motel without a restaurant (40% versus 34%), and less likely to prefer one that offers full service with a restaurant (60% versus 66%).

"The growth in preference for independent hotels and resorts appears to be driven by two factors," said Peter C. Yesawich, chairman and CEO of Ypartnership, the nation's leading marketing agency serving travel, leisure and entertainment clients. "First, a growing number of consumers appear more interested in the novelty and / or special character many independent operators have scripted into their properties. Second, the quest for better value, now defined in terms of a more attractive price, appears to be motivating many leisure travelers to evaluate independent alternatives."

The top three factors leisure travelers consider when selecting lodging accommodations are "value for the price," the "location of the property," and the "room rate." While location and room rate were cited by essentially the same percentage of respondents in both 2008 and 2009, "value for the price" increased significantly from 82 percent to 88 percent (82% to 88%). Another apparent contributor to the perception of a good value, a complimentary breakfast included with the room rate, jumped from 51 percent to 58 percent (51% to 58%). And it is interesting to note that the influence of a recognizable brand name decreased significantly from 51 percent to 44 percent (51% to 44%).

Jay Leonard

Due to a recent resignation of a CFHLA Board Member, the following action occurred on July 21 by the CFHLA Executive Committee:

Newly Appointed CFHLA Board Member:

Jay Leonard

General Manager

Regal Sun Resort

Last Chance

This is your very "LAST CHANCE" to register for the next CFHLA **F&B Council After Hours** activity.

Specific details for this **"Members Doing Business With Members"** Event:

Date: Tuesday, July 28

Times: 5pm – 7:00pm

Location: [Buena Vista Palace Hotel & Spa](#) (20seven)

Attendance: Over 200 CFHLA Members – including 35 hotel general managers

To register for this "free" networking opportunity, [click here](#).

For further information on the results of the Ypartnership / Yankelovich 2009 National Leisure Travel MONITOR (SM), please visit the Publications section of www.ypartnership.com.

2. Wet 'n Wild Summer Offer

Wet 'n Wild on International Drive is announcing special summer hours. Now until August 14 the park will be open from 9:30am - 9:00 pm each day. Additionally, the attraction is now offering 1/2 off admission price after 5:00 pm. Please be advised that this discount is not valid with any other offer and prices do not include 6.5% sales tax. For more information, please visit: www.wetwildorlando.com.

3. Hyatt Regency Grand Cypress Earns Two Prestigious Meeting - Industry Awards

Hyatt Regency Grand Cypress has earned two prestigious industry awards. They have just been selected by Meetings & Conventions (M&C) as a 2008 Gold Key Award, which recognizes it as one of the top meetings hotels in the world. The resort was also chosen as the Successful Meetings 2008 Pinnacle Award winner in the Hotels / Resorts category. Both awards made Hyatt Regency Grand Cypress a top choice of readers of the respective magazines.

The Pinnacle Awards recognize conference centers, hotels, convention centers and visitor's

October 1, 2009

Attention Lodging Members:

Please post in your calendar the date of **Thursday, October 1** for the annual CFHLA tradeshow: "H.E.A.T."

This hospitality "**Members Doing Business With Members**" tradeshow features:

- 240 Exhibitors (50 first time)
- Chef's Challenge (12 booths of fine, complimentary food)
- Show Discounts
- Theme: "The HEAT Is On"
- Back of the House Tour of the new [Hilton Orlando](#)

Specific details of the show:

Date: Thursday, October 1

Times: 10am - 4pm

Location: [Hilton Orlando](#)

Please mark this day in your calendar.

(More details to follow.)

Congratulations

Congratulations to [Barbara Weyel](#), Public Education Coordinator for [Osceola County Fire Rescue](#).

Ms. Weyel was recently named **Public Educator of the Year** by the Florida Fire Marshalls and Inspectors Association (FFMIA) and Florida Association of Fire and Life Safety Educators (FAFLSE).

Adopt-A-School Partners Recognized in Osceola County

Each year the Osceola School District's OASIS/Partners in Education Program asks district schools to recognize their most outstanding partner in education.

Two CFHLA hotel partners were recognized this past June. Both partners were presented with a plaque of recognition.

CFHLA congratulates the following Adopt-A-School Partnerships:

bureaus as chosen and reviewed by meeting planners for their commitment to hospitality excellence. Pinnacle Awards' winners consistently deliver unparalleled superiority in their levels of service and the quality of their facilities. Innovation, customer collaboration, service and top-notch amenities are ubiquitous to Pinnacle Awards winners. The 2009 Pinnacle Awards will mark the 25th anniversary of Successful Meetings awarding these industry benchmarks. Click here for more information about the Pinnacle Awards.

Now in its 31st year, the Gold Key Awards went to facilities that exuded professionalism, proficiency and quality. M&C readers selected the winning properties based on staff attitude, quality of meeting rooms, quality of guest services, food and beverage service, proficiency in handling reservations, availability of technical/support equipment and range of recreational facilities. Click here for more information about the M&C magazine Golden Key Awards.

MEMBERS OF THE MONTH

JULY HOTELIER OF THE MONTH



Richard Scinta
Wyndham Vacation Ownership,

JW Marriott Orlando, Grande Lakes and Highlands Elementary School

Nickelodeon Family Suites Hotel and Mill Creek Elementary School



Marion Emilien of Highlands Elementary School thanks Adopt-A-School partner JW Marriott Orlando, Grande Lakes



Maritza Torres (right) thanks SpongeBob and the staff of the Nickelodeon Family Suites for their partnership.

Bonnet Creek Resort

**JULY ALLIED
MEMBER OF THE MONTH**



David MacKenzie
Steritech Food Safety and Pest
Prevention

[Click to unsubscribe](#)

Hospitality Link

Each week, in this communication, CFHLA will feature an industry website that may prove interesting and informative for you and your team.

Today, we showcase the following site: <http://www.travelpost.com/>

Orlando Business Journal

Did you know that most jobs are NOT posted on job sites?

CFHLA Member, [Orlando Business Journal](#) is hosting a complimentary seminar on the importance of finding hidden job opportunities.

Date: Wednesday, August 12

Times: 8:00am – 9:30am

Location: Disney Entrepreneur Center Landmark One Center
315 E. Robinson St., Suite 100

Robert Bobroff at 407-241-2912 or www.bizjournals.com/orlando/event/6560

RSVP:

If you would like to register to receive free daily email updates, go to:

www.orlandobusinessjournal.com/dailyupdate



Potential Member Breakfast

On July 24, CFHLA conducted a breakfast meeting for 5 potential new CFHLA Member businesses.

This meeting, held at the JW Marriott Orlando, Grande Lakes (**thank you Jim Burns**) featured the following CFHLA Members discussing the importance of Membership:

- Jim Burns of the [JW Marriott Orlando, Grande Lakes](#)
- Paul Tang of the [Hyatt Regency Grand Cypress](#)
- Scott Tripoli of [Crowne Plaza Universal](#)
- Jetse Pottinga of the [Mona Lisa Suite Hotel at Celebration](#)

- Michael Hanley of [AXA Advisors, LLC](#)



Harbor Linen has been distributing institutional linens to the hospitality, cruise lines, healthcare, and food service industries since 1973. That is 36 years of providing quality, value and service to a vast array of customers throughout the world.

Call James G. Weitkamp today! Be sure to request one of our new Hospitality catalogs. Additional product information and samples are available for all "Harbor Made" products.

James G. Weitkamp
1607 Crowne Hill Blvd.
Orlando, FL 32828
Tel. (407) 382-0699
Fax. (407) 382-3296
jweitkamp@harborlinen.com
www.harborlinen.com



The Master's Touch

www.cfhla.org 7380 Sand Lake Rd, Suite 300, Orlando, FL 32819 407-313-5000