

Central Florida Hotel & Lodging Association



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Teacher Academy Success

Last week, your CFHLA successfully conducted a “job shadowing” program for 23 Central Florida educators.

This week long program – entitled **Teacher Academy** – partnered educators with hotel executives for the purpose of understanding career choices in the hospitality industry.

The program concluded on June 26 with a luncheon celebration. **Dr. Michael Terry** of the [UCF Rosen College of Hospitality Management](#) served as the keynote presenter.



Dr. Michael Terry of the UCF Rosen College served as the keynote speaker.

LATEST INDUSTRY NEWS

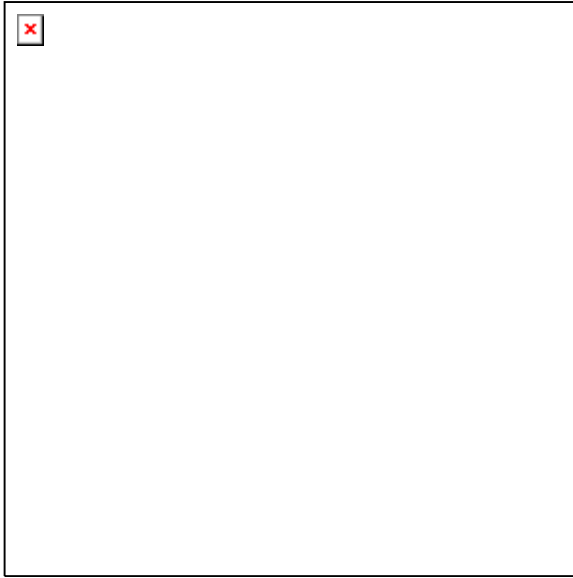
Every week CFHLA will discuss relevant hospitality industry updates here for you:

1. Swan & Dolphin Debuts iPhone App

The Walt Disney World Swan & Dolphin Resort has developed a new application for Apple iPhone that allows users to access in-depth resort information.

The application was created in conjunction with Florida State University's Dedman School of Hospitality and the Department of Management Information Services. The application, available at the Apple App store online, is the first such feature available for an individual hotel property.

The application allows users to access information about guest rooms, investigate dining options and navigate the property with maps and a video tour. (Orlando Business Journal, Monday, June 29)



CFHLA Immediate Past Chairman Greg Hauenstein gives certificates of appreciation to Camille Wright of Freedom High School and to Donna Smithberger of the Caribe Royale Resort Orlando.



Greg Hauenstein of the Buena Vista Palace Hotel and Spa thanks Patricia Teal of Colonial High School for job shadowing with Julie Heitzler and Roy Nassau of the Orlando Airport Marriott.

Tripoli, Cox, Pottinga, Scott

Due to recent resignations of CFHLA Board Members, the following actions occurred on June 22 by the CFHLA Executive Committee:

Newly appointed CFHLA Corporate Secretary:

Scott Tripoli of the Crowne Plaza Universal

2. Expiration of Visa Waiver Program Expansion Jeopardizes U.S. Economic Recovery

Failure to Implement Immigration Security Measure Hinders Increased International Visitation.

The U.S. Travel Association expressed concern about this week's expiration of government authority to further expand the Visa Waiver Program (VWP) to qualified countries.

"The U.S. Visa Waiver Program is an instrumental tool in welcoming hundreds of thousands of secure short-term visitors to America," said Roger Dow, president and CEO of the U.S. Travel Association.

"America should be expanding its efforts to attract overseas visitors at a time when international inbound travel is down, not putting up barriers."

Overseas visitors to the United States provide a critical boost to the U.S. economy. VWP travelers spent more than \$51 billion in the U.S. in 2008, excluding international airfare. This spending generated 512,000 jobs, \$13 billion in payroll and \$7.8 billion in federal, state and local taxes.*

Late last year, the program was expanded to countries that met stringent new security requirements, including the Czech Republic, Estonia, Hungary, Republic of Korea (South Korea), Latvia, Lithuania, Malta and Slovakia. Since travelers from VWP

(Mr. Tripoli will serve as a member of the CFHLA Executive Committee)

Newly appointed CFHLA Board Members:

Mark Cox of the Villas of Grand Cypress

Jetse Pottinga of the Mona Lisa Suite Hotel in Celebration

Paul Scott of the Walt Disney World Swan & Dolphin

CFHLA looks forward to working with these lodging professionals.

Forward Thinking 2010

The following expert panel has been secured for the Forward Thinking 2010 Seminar. These tourism professionals will answer your questions regarding occupancy, ROI and travel trends for the upcoming year. Panelists:

Jeff Chase

Board Member, Central Florida Vacation Rental Association

Carolyn Fennell

Director of Public Affairs, Greater Orlando Aviation Authority

Thomas F. Lang

Director, Kissimmee CVB

James M. Lewis

Senior Vice President & General Manager
Disney Vacation Development, Inc.

Gary Sain

President / CEO, Orlando / Orange County CVB

Chris Thompson

President, Visit Florida

Once again, CFHLA has secured the Chairman & CEO of Ypartnership, Peter Yesawich, to serve as the luncheon's keynote speaker discussing "Emerging Life Styles & Travel Trends."

countries will no longer have to apply for visas for travel lasting 90 days or less, expansion of the program is expected to generate more than one million new visitors and billions in new spending over the next several years.**

Further VWP expansion will expire on June 30 because the Department of Homeland Security (DHS) has not met a Congressional requirement to deploy a biometric exit tracking system at all U.S. international airports.

America's travel community has consistently supported the deployment of an exit system to build confidence in immigration policies and to identify individuals who violate the terms of their admission to the United States.

"While we recognize that DHS has recently conducted pilots of an exit system at selected airports in recent weeks, we are extremely disappointed that a permanent solution has not yet been found," said Dow. "We urge DHS to finalize a friendly and efficient biometric air exit program as quickly as possible or work with Congress to strengthen the existing biographic exit system as a legal alternative."

The U.S. Department of Commerce projects international inbound travel to the United States will be down eight percent in 2009.
**U.S. Travel Association data.*

***Oxford Economics analysis included 2008 VWP expansion countries and additional countries on the*



This two part event is set for:

Date: Friday, July 17

Times: Seminar: 8am – 11:30am

Luncheon: 11:45am – 1:30pm

Location: [DoubleTree Hotel at the Entrance to Universal Orlando](#)

[Registration for the Seminar – CLICK HERE](#)

[Registration for the Luncheon – CLICK HERE](#)

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list for consideration. The report estimated that with the new and expected additions to the program, more than 1.4 billion new visitors and \$5 billion in spending would occur over the next 3 years.

The U.S. Travel Association is the national, non-profit organization representing all components of the \$770 billion travel industry. U.S. Travel’s mission is to promote and facilitate increased travel to and within the United States. U.S. Travel is proud to be a partner in travel with American Express. For more information, visit www.ustravel.org.

MEMBERS OF THE MONTH

JULY HOTELIER OF THE MONTH



Richard Scinta
Wyndham Vacation
Ownership,
Bonnet Creek Resort

JULY ALLIED MEMBER OF THE MONTH

Gala Table Payment Plan Options

As you know, the annual **CFHLA Hospitality Gala** is set for Saturday, December 19 at the [Hyatt Regency Grand Cypress](#) (thank you Paul Tang).

At this time, your CFHLA is offering Gala "Table Payment Plan" options:

4 monthly payments of \$247.50 for a table of 10

or

3 monthly payments of \$330 for a table of 10

To take advantage of these unique offers, [please click here](#).



David MacKenzie
Steritech Food Safety and
Pest Prevention

Happy 4th of July



CFHLA wishes all CFHLA Members a safe and happy
Independence Day!

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