

Central Florida Hotel & Lodging Association



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Mayor Crotty's State of Orange County Address

On Friday, June 5, the annual **"State of the County"** Address was offered by The Honorable **Richard T. Crotty**, Mayor of Orange County.

This important message highlighted the three important topics facing Orange County: the economy, ethics and the environment.

In addition, Mr. Crotty proclaimed that the county remains strong, no matter the weather, because of a solid foundation from which to launch a strong recovery.

Importantly, the Mayor re-stated his belief that **"Tourism is King,"** re-enforcing Central Florida's reputation as the #1 tourist destination in the world.



LATEST INDUSTRY NEWS

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

1. International Traffic Up in April at OIA

International traffic improved in April at Orlando International Airport. The number of international arrivals and departures increased 7.4 percent, when compared to the same month last year, to 280,858. Around the world global air passenger traffic fell 3 percent (domestic down 5 percent, international down 2 percent) in April according to Airports Council International (ACI).

The increase in international numbers, spurred by a 10 percent increase in international seat capacity, helped offset an 8.5 percent decline in domestic travel for the month. Overall traffic was down by 7.2 percent in April with over 3 million

CFHLA thanks the Mayor for inviting CFHLA to serve as the sponsoring organization for this major event.

Importantly, the following elected officials attended this community gathering:

Attorney General Bill McCollum
State Senator Lee Constantine
State Senator Andy Gardiner
State Senator Gary Siplin
State Representative Eric Eisnagle
State Representative Bryan Nelson
State Representative Scott Plakon
State Representative Steve Precourt
State Representative Scott Randolph
State Representative Darren Soto
Orange County Commissioner S. Scott Boyd
Orange County Commissioner Mildred Fernandez
Orange County Commissioner Bill Segal
Orange County Commissioner Linda Stewart
Orange County Administrator Ajit Lalchandani
Orange County Attorney Tom Drage
Orange County Sheriff Jerry Demings
Orange County Clerk of Courts Lydia Gardner
Orange County Supervisor of Elections Bill Cowles
Orange County Comptroller Martha Haynie
Orange County School Board Member Christine Moore
Orange County School Board Member Nancy Robinson
Chief of Staff to Mayor Crotty George Rodon
9th Judicial Circuit Court Judge Jenifer Davis
9th Judicial Circuit Court Judge Bob LeBlanc
9th Judicial Circuit Court Judge Marc Lubet
9th Judicial Circuit Court Tim Shea
Orange County Court Judge Martha Adams
Orange County Court Judge Maureen Bell
Orange County Court Judge Heather Higbee
Orange County Court Judge Steve Jewett
City of Orlando Commissioner Phil Diamond
City of Orlando Commissioner Sam Ings
City of Orlando Commissioner Daisy Lynum
City of Orlando Commissioner Tony Ortiz
Mayor Dyer's Chief of Staff Brie Turek
City of Orlando Chief Administrative Officer Byron Brooks
Mayor of Windermere Gary Bruhn
City of Belle Isle Commissioner Lydia Pisano
Seminole County School Board Chair DeDe Schaffner

CFHLA **THANKS** the following businesses for serving as the luncheon corporate sponsors:

[The Florida Mall](#)

[TravelHost Magazine / Orlando](#)

[Greenery Productions](#)

passengers traveling through Orlando International Airport.

Statistical Data for April 2009:

- Domestic traffic declined 8.5 percent
- International traffic increased 7.4 percent
- Total number of passengers was 3,087,873
- April was the second consecutive month of traffic over 3 million. First back to back month of traffic over 3 million since June / July of last year.
- Year-to-date international traffic is up 1.2 percent
- Rolling 12-month international traffic is up 7.4 percent

Orlando International Airport has more domestic service than any other airport in Florida with non-stop service to 74 destinations, and 17 international destinations.

2. Changes in Leisure Travelers' Online Search Behavior

While the percentage of leisure travelers who report making reservations online has grown more than thirty-seven percent (37%) since the year 2000, "Consumers' search behavior has changed in recent years as people have become more familiar with search technology and the number of travel planning / purchasing sites has grown exponentially," said Peter C.

PSAV Presentation Services

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Additionally, if you would like to view the Mayor's presentation, please click [here to view Orange TV for the airing schedule](#) or you may [view the speech online by clicking here](#).

Lastly, CFHLA "**praises**" the host hotel – the [DoubleTree Hotel Orlando at the Entrance to Universal](#) for its wonderful service and outstanding hospitality (thank you Bill Worcester).



Gina Incadela - the Orlando Magic's lucky charm - performed The National Anthem.



David King of Loews Hotels, Orange County Commissioner Bill Segal and Pat Engfer of the Hyatt Regency OIA enjoy lunch.

Yesawich, chairman and CEO of Ypartnership.

According to the just-released National Travel MONITOR (SM), fully sixty-six percent (66%) of leisure travelers now use the Internet to plan some aspect of their travel (versus 35% in 2000), while fifty-six percent (56%) now report making reservations online. The nationally representative survey of 1,590 active travelers was conducted during the months of February and March, 2009 and is co-authored annually by Ypartnership and Yankelovich, Inc.

Travelers visit search engines such as Google, Yahoo or MSN first (34%) when considering vacation destination alternatives. The websites of specific countries or destination boards are visited next (23%), followed by online travel agencies such as Expedia and Travelocity (22%). Only one percent (1%) of travelers commence their search for a vacation destination by visiting a blog.

Search patterns for selecting an airline or lodging accommodations are understandably different. Consumers who are searching for these travel services first visit the websites of online travel agencies (42% and 31% respectively). Brand-specific sites (41%) follow closely when leisure travelers are selecting an airline, yet significantly less so when they select lodging (21%). Meta search engines that



Mayor Crotty speaks to the press after his State of the County presentation.

Thank you to this event's official photographer - Steve Graffham of [Winter Park Photography](#) - your hotel photographer.

Have You Reserved Your Booth?

The annual CFHLA trade show is set to occur on Thursday, October 1 at the new [Hilton Orlando](#) (near the Orange County Convention Center)!

Did you know - this trade show has grown to be the largest lodging exposition in the Southeast Region of the United States?

To date, 90 CFHLA Allied Members have registered to exhibit at the CFHLA trade show:

“The HEAT”

For additional information and to purchase a booth, [please click here](#).

Readiness

compare fares are visited first by just over one out of ten travelers (13%) when selecting an airline.

For further information on the National Travel MONITOR (SM), please visit the Publication selection of www.ypartnership.com.

3. Great Taste is in Session at the Ritz-Carlton

The Ritz-Carlton Orlando, Grande Lakes invites guests to learn from the expertise of The Ritz-Carlton Culinary Team through cooking school sessions. Led by Executive Chef Sean Woods, participants will bring the latest food trends, tips and tricks home to the dining room table. This summer, gourmet sessions will be offered in exclusive overnight packages. The Ritz-Carlton Orlando Weekend Cooking School Series takes place on July 18 – 19 and August 29 - 30, 2009.

Session themes include:

- Slow food - cooking with locally grown products
- Small plates - tapas style delights guaranteed to impress any cocktail party
- Barbecue – techniques in smoking, grilling and indirect grilling

Each weekend cooking school session includes overnight accommodations for Saturday night in a deluxe room, a Chef's Tasting Menu for two at The Vineyard Grill and a cooking class for two alongside an exclusive group of no more than 20 guests. Over the course of two days from 9am – 2pm, guests will first

On June 3, the CFHLA Engineers' Council conducted a Hurricane Preparedness Seminar.

This annual educational workshop featured 80 CFHLA member attendees – with the following panelists offering advice to prepare for the Florida hurricane season.

Glenn Richards

WOFL - FOX 35 Chief Meteorologist

Greg Ek-Collins

Assistant Manager for the Orange County
Office of Emergency Management

Dave Casto

Director of Emergency Management for the
Osceola County Office of Emergency Management

John A. Voelpel, III, CPCU, AIC

Florida All Lines Adjuster

Thank you to [Progress Energy](#) for sponsoring this event and to the [Royal Plaza](#) for hosting this activity.



Glenn Richards of Fox 35 offers a 2009 hurricane storm prediction.

assist the Chefs in preparing a gourmet lunch on Saturday. On Sunday, guests take over the kitchen to prepare a lunch for the Chefs to test newly acquired knowledge and skills. This culinary weekend experience is priced at \$699 for two people. A welcome amenity, overnight valet parking and 4pm late checkout is included. Availability is limited and advance reservations are required. Price does not include taxes or gratuities. An optional Friday night stay is available at a discounted room rate and guests must inquire at time of booking. To reserve The Ritz-Carlton, Orlando Weekend Cooking School Session, use code "LOCC" and call 800-576-5760.

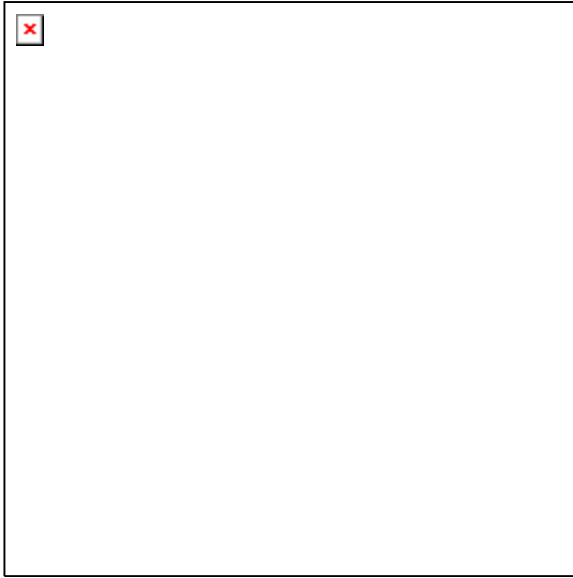
MEMBERS OF THE MONTH

JUNE HOTELIER OF THE MONTH



Teresa Donahue
Caribe Royale Resort

JUNE ALLIED MEMBER OF THE MONTH



Dave Casto, John Voelpel, Mike Garrison and Greg Ek-Collins present the Hurricane Seminar.



Martha Reece
Harvill's Produce

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Sponsorship

Two sponsorships are currently available for the Friday, July 17 "Forward Thinking 2010" luncheon.

This educational luncheon - featuring international hospitality "guru" Peter Yesawich will discuss 2010 occupancy and ADR projections.

To inquire of this sponsorship - please contact CFHLA staff person Lisa Dishman, (407) 313-5040 or specialevents@cfhla.org.

These \$1,000 sponsorships will be sold by Friday, please contact Lisa ASAP.

Camp Hyatt

The [Hyatt Regency Grand Cypress](#), who is partnered with [Catalina Elementary School](#) through the CFHLA Adopt-A-School program, hosted the 18th annual Camp Hyatt Career Day. This annual event highlights job opportunities within the travel and tourism industry for students in the local community. By shadowing various departments in the hotel, every aspect of the hotel's operation is included in this unique experience for students.



On Thursday, May 28, 2009, twenty 5th grade students from Catalina School partnered with a Hyatt associate to shadow his / her morning responsibilities. The students were dressed in the employee fashion of their partner associate and shadowed in that department for 2 hours. After the two hours, the students were given a great lunch of pizzas and ice cream, certificates of completion, and a Camp Hyatt tee shirt.

Nearly 2,000 fifth grade students "worked" at Hyatt Hotels and Resorts last year during Camp Hyatt Career Days.

Hospitality Link

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

Today, we showcase the following site: <http://www.worldtravelguide.net>

HR Seminar

CFHLA, in partnership with the [Hotel Human Resources Association of Central Florida \(HHRA\)](#), presents the annual HR Seminars.

The second session - [A Legislative and Regulatory Update on Workplace Laws](#) - is set for Wednesday, June 24, 8am at the [UCF Rosen College](#).

[Click here to register for this educational activity.](#)

Attention New Members

If you are new to the CFHLA Membership and have yet to attend a [New Member Orientation](#), please register to attend the next session.

This important activity is set for Tuesday, June 23, 8:30am at the CFHLA Office.

CFHLA President, Rich Maladecki, will discuss the secrets to a successful CFHLA Membership and ROI.

Space for this event is limited, so please [register online by clicking here now](#).

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