



Central Florida Hotel & Lodging Association

# Back OF THE HOUSE

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

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## "Less Than Two"

As a CFHLA Lodging Member, you have less than two weeks to register for the "always popular" CFHLA "Trade Show."

This year's show, entitled: **ORLANDO HEAT** features the following:

- "Sold out Show," over **240** exhibitors (including **78** new / first time members)
- Hosted by the "recently opened" **Hilton Orlando**
  - (actual Back of the House tours will be available for Lodging guests for this new property, which opened September 1, 2009)
- Date / Hours:
  - **Thursday, October 1, 2009** / 10am-4pm
- Parking (self parking):
  - **Complimentary**
- Show Discounting:
  - Most exhibitors will offer "**on the floor**" discount
- Food and Beverage:
  - Via a competition, entitled the "Ultimate Chef Competition" **10** Food and Beverage booths will be offering **complimentary** samples
- 2009 HEAT Sponsors:

[Bright House Networks](#)  
[Cortes Construction](#)  
[GES](#)  
[Hoteljobs.com](#)  
[Hufcor Orlando](#)  
[International Drive Improvement District](#)  
[Lynx](#)  
[Massey Services](#)  
[Southeastern Laundry Equipment](#)

## LATEST INDUSTRY NEWS

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

### 1. Passenger Traffic Tops Three Million in July at Orlando International Airport

**ORLANDO, FL.** – For the third time this year passenger traffic at Orlando International Airport (MCO) topped three million during the month of July. Pushing the total over the three million mark was a robust increase of 16.4 percent in international travel. The international growth was supported by an increase of 18 new weekly flights from international destinations in Mexico and the Bahamas on AeroMexico, Mexicana and Bahamasair. The increase in international activity helped to offset a 5.3 percent drop in domestic traffic which created a 3.76 percent overall decline. That was the smallest monthly reduction in passenger traffic so far in 2009.

### July 2009 Statistical Data:

[Upholstery & Wood Creations](#)  
[Vanson Enterprises](#)  
[Vila & Son Landscaping Corp](#)  
[VS Publishing Company](#)

- [Registration for Lodging guests only](#)
  - Free – [CLICK HERE](#)

## New Ragone

CFHLA congratulates CFHLA staff person Karen Ragone and her husband Vinnie on the birth of their [new baby boy!](#)

Ms. Ragone gave birth on Tuesday, September 15th to a [healthy son, Paul Vincent Ragone.](#)



**CONGRATULATIONS KAREN AND FAMILY!!!**

## 9-11 Adopt-A-Station Photos

Please view this wonderful photo gallery of some of our members showing their appreciation to our [local fire and police stations on September 11th.](#)

This served as a collective gesture to show industry appreciation to these individuals who lay their lives on the line for residents and visitors alike.

- Nearly 3.1 million passengers, 3,099,424, traveled through MCO in July
- Of that total 271,013 were international visitors
- Year-to-date international traffic is up 9.17 percent
- On a rolling 12-month basis international traffic is up 9.38 percent
- Domestic traffic is down 10.45 percent year-to-date

According to the 2009 Travel Leaders Fall Travel Trends Survey, Orlando ranks as the second most booked destination in the nation for the remainder of the calendar year.  
Orlando International Airport - Press Release

## 2. Mayor Dyer Celebrates Grand Opening of Carver Park

Orlando Mayor Buddy Dyer participated in the Grand Opening of Carver Park community, a new mixed-income development that is built on the former Carver Court public housing site in the historic Parramore neighborhood. The Carver Park community consists of the Villas at Carver Park (units for elderly); The Landings at Carver Park (56 multi-family units); and the Neighborhood Network Center (a multi-purpose center for all ages). The Carver Park development is a key component to Mayor Dyer and District 5 City Commissioner Daisy Lynum's Pathways for Pathways initiative launched in 2005. In the 4 years since Pathways for Parramore was launched, more than \$10 million



Photo of staff and the mascot, Shrimp Louie of Bubba Gump's, having some fun at Police and Fire Stations.

“My staff had such an amazing time and we are definitely planning on making this a tradition every year.”



Staff members of WonderWorks providing lunch for Orange County Fire Station #57

“This was truly a wonderful experience for our staff and the station was very appreciative.”

**[CLICK HERE TO VIEW THE PHOTO GALLERY](#)**

has been invested in housing, resulting in 34 new and rehabilitates homes and 271 new housing units in the future. Pathways for Parramore is built on strategies that address the areas of: Public Safety, Quality of Life, Education and Business Development; with the goal of restoring the Parramore Heritage Neighborhood to a safe, livable, sustainable and prosperous place for families, businesses and institutions to thrive.  
[City of Orlando - Office of the Mayor News](#)

**MEMBERS OF THE MONTH**

**SEPTEMBER HOTELIER OF THE MONTH**



Pat Engfer  
Hyatt Regency Orlando  
International Airport

**SEPTEMBER ALLIED MEMBER OF THE MONTH**



Yvonne Perez  
Travel Host Magazine / Orlando

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## Royal Pacific Resort

CFHLA thanks the staff of the [Loews Royal Pacific Resort](#) for hosting members of the 1958 University of Buffalo Football Team.

These players are visiting this weekend to watch the [University of Central Florida](#) vs. [University of Buffalo](#) football game.

## Dues

2010 budgets are being finalized – have you “reserved” monies for your 2010 CFHLA Membership dues?

For your information – and – per several Member requests, 2010 dues statements will be forwarded to all 2009 Members by November 1st.

In addition – new this year – dues invoices will be forwarded via email.

For planning purposes, please find below the proposed 2010 dues schedule:

Lodging: \$4.50 per room

Allied: \$499 annual

Timeshare:

0 - 100 units: \$500

101 - 500 units: \$1,000

Over 500 units: \$1,500

Management: \$500 annual

## Leigh Anne Lewis

CFHLA is pleased to “Welcome Back” Intern Leigh Anne Lewis.

Miss Lewis has previously worked and volunteered as a CFHLA Intern from the Hospitality School at [Valencia Community College](#).

This week, Leigh Anne returns as a paid 2009 Fall Intern, representing the [UCF – Rosen](#)

[College of Hospitality Management.](#)



**Welcome Back Leigh Anne!**

## Photographs

Please view recent photographs from the CFHLA and the CFHLA Security & Safety Council's Patriot's Day Breakfast.

This inspirational breakfast featured nearly 500 attendees.

Once again, CFHLA thanks **David McDonald** of **Radio One** for serving as the corporate sponsor.

To view photographs of this event – [Please Click Here](#)

To view the complete "Patriot's Day" program, courtesy of Orange TV, please follow this link: <mms://otv.ocfl.net/otv/CFHLA/Patriots Day Breakfast.wmv>

## Jeff Brinda, Scott Tripoli and Steven Jamieson

CFHLA staff wishes birthday greetings to 3 CFHLA Board Members.

September 16 - Jeff Brinda of the [Sheraton Safari Hotel & Suites](#)

September 17 - Scott Tripoli of the [Crowne PlazaUniversal](#)

September 21 - Steven Jamieson of the [Mall at Millenia](#)

**HAPPY BIRTHDAY JEFF, SCOTT AND STEVEN!**



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