

Central Florida Hotel & Lodging Association



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

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7 Days

You have less than "7 days" to register for the inspirational "**Patriot's Day Breakfast.**"

This 9-11 Memorial Tribute will honor those individuals that died on September 11, 2001.

In addition, 14 Central Florida "**First Responders**" will be recognized for saving lives during the past 12 months.

Details:

Patriot's Day Breakfast
Friday, September 11, 2009
8am-9:30am

[Orange County Convention Center](#) - North Concourse

Honorary Chairman: Jeff Kottkamp - Lieutenant Governor, State of Florida

Keynote Presenter: **Fred W. Sager**

"A Former New York Fire Chief and 9-11
Rescue and Recovery First Responder"

Guest Emcee: Keith Landry

[Fox 35](#) Weekend News Anchor

Honorees:

[Corporal James E. Nusl](#) - Florida Highway Patrol

[Sergeant Michael McCaskill](#) - Osceola County Sheriff's Office

[Firefighter/Paramedic Ralph Seymoure](#) - Osceola County Fire Rescue & EMS

[Lieutenant Kris Gundersen](#) - Orange County Fire Rescue

[Lieutenant Mark Ratta](#) - Orange County Fire Rescue

LATEST INDUSTRY NEWS

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

1. Free trips to Thailand for the Internet savvy

BANGKOK - Attention Internet-savvy travelers: Thailand is giving away free trips to five lucky couples who don't mind sitting in front of a computer while on vacation. The Tourism Authority of Thailand launched a new campaign Tuesday offering five couples fully paid trips to the country's most popular cities and beaches. In return, they will be asked to blog, chat and tweet about their holiday in a bid to win a grand prize of \$10,000, a BlackBerry and a video camera. Applicants should be "good storytellers" and must know how to navigate YouTube, Twitter, Facebook and Flickr, the TAT said on the contest's newly launched Web site <http://www.utlimatethailandexplorer.com> where one-minute video auditions can be submitted until Oct. 15. Thailand's tourism industry is facing its worst crisis in years, with foreign arrivals down 15 percent so far this year because of political upheaval and the global recession. Tourism officials say they were inspired by Australia's recent highly publicized campaign dubbed the "Best Job in the World." The contest to

[Firefighter Juston Jones](#) - Orange County Fire Rescue

[Firefighter Jason Oyler](#) - Orange County Fire Rescue

[Firefighter Dan Quillinan](#) - Orange County Fire Rescue

[Master Deputy Bryan Villella](#) - Orange County Sheriff's Office

[Firefighter Anthony Hardy](#) - City of Orlando Fire Department

[Captain Jon "Mike" Dickens](#) - Orange County Fire Rescue

[Esteban Alves](#) - Walt Disney World Security Bike Unit Officer

[Troy McRoy](#) - Loews Hotels Security Bike Patrol Officer

[Lieutenant Barbara A. Lewis](#) - Orange County Sheriff's Office

[TO REGISTER FOR THIS EVENT PLEASE CLICK HERE](#)

Karen Ragone

This week is a CFHLA "Milestone" for CFHLA Staff person **Karen Ragone!**

On Thursday, September 03, Karen Ragone celebrated 7 years of CFHLA Employment.

Karen has offered **quality** and **dedicated** service during her 7 year tenure.

CFHLA "Salutes" Karen Ragone!

"Kick Off"

On September 2, The Annual "Kick Off" Event occurred for the CFHLA **Adopt-A-School Program.**

This activity featured nearly 140 individuals – including Orange County Public Schools Superintendent **Ron Blocker** who offered the "Keynote Address."

serve as the caretaker on a tropical Australian island for six months, while promoting the destination on a blog, drew 35,000 applicants and worldwide media attention. "We got the idea from Australia," said TAT official Phanom Kaributra, who is coordinating the contest. "We think it's a good way to use social networking to promote Thailand." A panel of TAT officials will select 25 semifinalists by Oct. 15 and the winning five couples — and grand prize winner — will be chosen by worldwide online voting. Each of the five couples will be sent early next year on a six-day trip to different destinations: the capital Bangkok, beach resorts Phuket, Samui and Pattaya, and the northern city of Chiang Mai. Phanom said the couples would be free to explore but would not be encouraged to "go to red-light districts and places like that." [Yahoo News Article](#)

2. Visitors Spending was up 0.2% to \$30.0 Billion in 2008

ORLANDO, Fla. – With 48.9 million visitors in 2008, tourism generated \$30.0 billion for the local economy, according to a new economic impact study by IHS Global Insight. In 2008, visitation increased by 0.3 percent from 48.7 million visitors in 2007, while visitor spending grew 0.2 percent from \$29.9 billion in 2007. According to the report, the 45.5 million domestic visitors to Orlando in 2008 (93 percent of total visitation) represented 77 percent of visitor spending, totaling \$23.3 billion. The area's 3.4 million international travelers accounted for 7 percent of visitation, but were responsible for 23 percent of visitor spending, contributing \$6.8 billion to the local economy.

[2008 Economic Impact](#)

Metro Orlando Visitor Spending
The \$30.0 billion in visitor spending estimated by IHS Global Insight for

Importantly, nearly 90 “Adoptions” were finalized at this meeting. CFHLA encourages all member businesses to adopt a Central Florida Public School for the 2009 / 2010 school year.

A raffle was held at this event and the winners are as follows:

[Kristen Knight](#) – [Lake George Elementary School](#) – won a pencil package.

[Dr. Peter Straker](#) – Assistant Principal of [Celebration High School](#) – won an entire case of paper.

[Dr. Carmen Balgobin](#) – Principal of [Tildenville Elementary School](#) – won a luxurious hotel stay at the Sheraton Safari.

Congratulations!

CFHLA thanks Jeff Brinda and his team at the [Sheraton Safari](#) for hosting this important luncheon.



2008 supports local employment, pays for government services and creates tax savings for area residents. According to a report prepared for the Orlando CVB by Fishkind & Associates the tourism industry in Orange County generated **\$163.0 million** in surplus revenues for the Orange County and City of Orlando governments, supporting many services that would otherwise be paid for by area taxpayers. Tourism also generated a net fiscal surplus for the Orange County School Board of **\$26.5 million**. These surpluses do not represent excess revenue but the degree to which tourism pays its share of government expenses while helping to lower the burdens of area residents. In 2008, the combined net fiscal impact for Orange County, the City of Orlando and the Orange County School Board was **\$189.5 million**. Fishkind & Associates estimated that government revenue from industry related sources such as tourism business property taxes save each Orange County household **\$540** additional taxes.

As Central Florida's largest industry tourism accounted for 276,741 direct industry jobs in 2008 up from 236,000 in 2007, 31 percent of the total private employment in the tri-county area (Orange, Osceola and Seminole), according to IHS Global Insight. The tourism industry also accounts for 136,700 indirect and induced jobs, bringing the total to **413,441** jobs. In 2007, 399,000 Central Florida residents were employed either directly or indirectly by the hospitality industry. Wages generated through direct industry jobs totaled more than \$8.4 billion. Indirect and induced employment added an additional \$6.0 billion in wages for a total of \$14.4 billion.

[Orlando CVB Corporate News](#)

MEMBERS OF THE MONTH



To see a photo gallery of this event [CLICK HERE](#)

SEPTEMBER HOTELIER OF THE MONTH



Pat Engfer
Hyatt Orlando International Airport

SEPTEMBER ALLIED MEMBER OF THE MONTH



Yvonne Perez
TravelHost

[Click to unsubscribe](#)

Hilton

The new 1,400-room [Hilton Orlando](#) welcomed two of its first guests September 1st, Jeanne and Russell Hayward, marking the opening of one of the largest new hotels in the country. With its Grand Opening Showcase planned for September 12, the [Hilton Orlando](#) is a smart choice for today's business and leisure travelers, offering world-class facilities and amenities for both.

"Every year we take a vacation around our anniversary. Since we stay so long – (16 days) – we like to relax and be pampered," said Jeanne Hayward. "Having a spa and a nice pool is very important to us. Having the options of the lazy river, the quiet pool, and the main pool was a definite plus. When we learned about the service staff dedicated to guests that will be lounging by the pool, we were sold!"

For more information, visit www.thehiltonorlando.com.



The Hilton Orlando's first guests, Russell and Jeanne Hayward, greeted with flowers by John Fischer, Senior Vice President with Rida Development, Olivier Chavy, Area Vice President with Hilton Hotels, Ted Ratcliff, Senior Vice President Hotel Operations East North America Hilton Hotels, and Hilton Orlando General Manager Doug Gehret upon their arrival at the new hotel.

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

67 Days Of Smiles In Orlando

Kyle Post and Stacey Doornbos are spending 67 days experiencing everything Orlando has to offer and sharing each amazing experience with you. As Orlando's Smile Ambassadors, they will visit more than 100 Orlando attractions including everything from roller coaster riding to hang gliding, swimming with dolphins, spa-ing, golfing, gator wrestling, museum exploring, theatre-going, dining and more.

Kyle and Stacey were selected as Orlando's Smile Ambassadors after the Orlando CVB conducted a worldwide search for an adventurous duo with great smiles that resulted in hundreds of submissions from more than a dozen countries.

Follow along as Kyle and Stacey take on the top social media job in the world:

[Kyle and Stacey's Blog](#)

[Facebook](#)

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