



EXPERTS PROVIDE 2010 TOURISM PROJECTIONS

WHO: The **Central Florida Hotel & Lodging Association (CFHLA)** will be hosting a **“Forward Thinking 2010”** seminar and luncheon for hoteliers on 2010 tourism projections.

CFHLA presents this seminar in conjunction with **Skål International Orlando, Orlando / Orange County CVB, and Ypartnership.**

WHAT: **“Forward Thinking 2010”** is a CFHLA program that highlights critical information for industry members developing their business and marketing plans for the upcoming year. The program begins at 8:30am with an **“Industry Leaders Update and Vision Panel.”** Orlando Magazine Editor-in-Chief **Mike Boslet** will be one of the moderators.

Panelists Include:

- **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**, President & General Manager, Disney Vacation Development, Inc.
- **Gary Sain**, President / CEO, Orlando / Orange County CVB
- **Chris Thompson**, President / CEO, VISIT FLORIDA

The seminar is followed by a luncheon at Noon, which will feature nationally recognized hospitality expert **Peter Yesawich**, Chairman / CEO of **Ypartnership** who will speak on **“Emerging Life Style and Travel Trends.”**

WHEN: **Friday, July 17, 2009**
8:30AM - 11:30AM SEMINAR
Noon - 1:30PM LUNCHEON

WHERE: **Doubletree Hotel at the Entrance to Universal Orlando**
Citrus Crown Ballroom
5780 Major Boulevard, Orlando, FL 32819
For Directions: (407) 513-5900

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