



Central Florida Hotel & Lodging Association
6675 Westwood Boulevard, Suite 210
Orlando, FL 32821
PH (407) 313-5000 FAX (407) 313-5050
WEB: www.cfhla.org

MEDIA ALERT

FOR IMMEDIATE RELEASE

Contact: Erin Hellkamp (407) 313 -5035

EXPERTS PROVIDE 2013 TOURISM INDUSTRY PROJECTIONS

Who: The **Central Florida Hotel & Lodging Association (CFHLA)** will be hosting a **“Forward Thinking 2013”** seminar and luncheon for members relating to 2013 tourism projections.

CFHLA presents this seminar in partnership with **Skål International Orlando, Visit Orlando** and **MMGY Global**.

What: **“Forward Thinking 2013”** is a CFHLA program that highlights critical information for industry members developing their business and marketing plans for the upcoming year. The program will begin at 8:30am with a two-part seminar, featuring the following:

Part One – Presentation

“State of the Florida Economy”

Dr. Sean Snaith, Ph.D., Director, University of Central Florida’s Institute for Economic Competitiveness

Part Two – Panel Discussion

“2013 Marketing Strategies and Initiatives”

- **Tom Ackert**, Executive Director, Orange County Convention Center
- **Susannah Costello**, Vice President of Brand, VISIT FLORIDA
- **Danielle Courtenay**, Chief Marketing Officer, Visit Orlando
- **Carolyn Fennell**, Director of Public Affairs, Greater Orlando Aviation Authority
- **Shelley Maccini**, Executive Director, Kissimmee Convention & Visitors Bureau
- **Sharon Sears**, Executive Director, Seminole County Convention & Visitors Bureau
- **Moderator:** Rich Maladecki, President / CEO, CFHLA

The seminar is followed by a luncheon at Noon, which will feature nationally recognized hospitality expert **Peter Yesawich**, Chairman & CEO of **MMGY Global**, who will speak on **“The Orlando Traveler: Insights from the MMGY Global 2012 Portrait of American Travelers Survey.”**

Date: **Thursday, July 19, 2012**
8:30 am - 11:30 am - Seminar
12:00 Noon - 1:30 pm - Luncheon

Location: **Hyatt Regency Orlando International Airport**
9300 Airport Blvd, Orlando, FL 32827
For Directions Only: 407-825-1234

For more information about CFHLA, please visit www.cfhla.org.

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The Central Florida Hotel & Lodging Association is the world’s largest regional hotel association, representing approximately 80% of the hotels in Orange, Osceola and Seminole Counties.