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CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION
UNVEILS NEW FIVE-YEAR STRATEGIC PLAN
FOCUSED ON FIVE KEY AREAS

Plan is the Culmination of a Fifteen-Month Process

ORLANDO, FLA (March 2, 2023) – This week, the Central Florida Hotel & Lodging Association (CFHLA) released its brand new five-year strategic plan for the organization.

After a fifteen-month process, which included countless hours of discussion, and feedback from CFHLA members, hospitality and tourism stakeholders, elected and community leaders, the CFHLA Board of Directors approved the final plan in late January. This was the first time in more than a decade, that a strategic plan was created and approved by the CFHLA Board of Directors, and it will now serve as the new roadmap that will strengthen the hospitality industry and guide the organization into the future.

This plan was then formally introduced to the CFHLA Membership, at its Annual Breakfast Meeting in late February.

“I have been impressed by the dedication and commitment of our Board of Directors, as well as our stakeholders as we developed this plan together,” said Anthony Lazzara, Chair of the CFHLA Board of Directors and General Manager of the Hotel Kinetic Orlando Universal Blvd. “With hospitality and tourism as the number one economic driver for our Central Florida region, now, more than ever, it is important that we continue to build upon what we have accomplished and reposition to meet the needs of the industry into the future. Plus, by supporting new efforts that create a more inclusive, welcoming and diverse workforce, our members will have the ability to attract the top talent to the industry, and drive innovation.”

“I very pleased to see how our organization came together in a forward-thinking manner, as we listened to our member’s needs and considered the changing dynamics of the industry,” said Robert Agrusa, president and CEO of the Central Florida Hotel & Lodging Association. “This new

strategic plan will now guide our organization to be the leading voice in the Hospitality Industry that drives economic opportunity through advocacy, education, inclusion, member service and philanthropy within our community.”

CFHLA is also excited to officially unveil its new mission and vision statements, as well as core organizational values, in order to meet the needs of our members and the entire industry in 2023 and beyond.

The new CFHLA mission is: ***We represent the Central Florida hospitality industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.***

While the Association’s new vision is: ***To be the largest, most recognized, and effective regional hospitality association in the United States. As a critical community partner, our efforts create a place where people desire to work, visit, and play.***

Lastly, our new core organizational values are **integrity, community, member focus, innovation, and philanthropy.**

Please [CLICK HERE](#) to review the five-year strategic plan, located on our new website at www.cfhla.org.

The Central Florida Hotel and Lodging Association’s mission is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. As the largest regional lodging association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms in Orange, Seminole and Osceola counties, and the nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit, www.cfhla.org.

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