



May 9, 2025

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CFHLA Engineers Council Clay Shooting Tournament

Last Friday, the **CFHLA Engineers Council** was thrilled to host their fourth annual **Clay Shooting Tournament** at Blackjacks Sporting Clays.

This year's record-breaking fundraising event was once again sponsored by **Crete Building Services**, and it featured more than 200 players and 20 sponsors. Additionally, the entire proceeds from this event benefited the CFHLA Foundation and the Engineers Council charities and workforce development initiatives, including the [Engineers Council Scholarships](#).

To learn more about the Engineers Council Scholarships (in partnership with Valencia College), please [CLICK HERE](#).

Once again, thank you to our 2025 Clay Shooting Tournament Corporate Sponsor, [Crete Building Services](#)!





Additionally, we'd like to thank all of the following sponsors who supported last week's Clay Shooting Tournament and Fundraiser:

Game Station Sponsors:



Station Sponsors:





Also, thank you [Simplefire](#) for serving as the Breakfast Sponsor:



[SIMPLEFIRE](#)

Greater Florida Electrical Contractors for serving as the
Lunch Sponsor:



Mallard for serving as the
Beverage Sponsor:



Furthermore, we'd also like to thank Energy Products and
Sunbelt Rentals for their golf cart donation for the Clay Shoot
Tournament:



Lastly, congratulations to our tournament winners!

1st Place Team
Century Fire Protection



2nd Place Team

[PCPI Services Inc.](#)



3rd Place Team

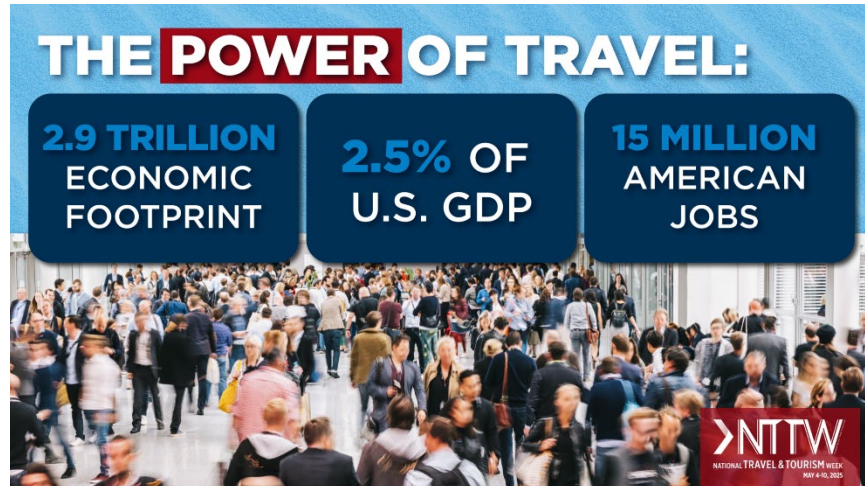
[Florida Mechanical Services](#)



[Click Here to View Photos from the Clay Shoot Tournament](#)

Happy National Travel and Tourism Week

This week, marked the 42nd anniversary of **National Travel and Tourism Week (NTTW)**. Established in 1983, (NTTW) is an annual tradition that celebrates the U.S. travel and tourism community and highlights the undeniable impact of travel, which powers our economy, supports small businesses and working families across the country, and serves as a catalyst for a productive U.S. economy.



This year, CFHLA along with our tourism partners celebrated the industry's essential role in powering our local Central Florida economy, by supporting our local businesses and residents, employing more than 464,000 jobs and generating \$6.6 billion in state and local tax revenue.

In celebration of NTTW, CFHLA was proud to receive proclamations from Orange County, Osceola County and Seminole County which recognized the importance of the tourism and hospitality industry, as well as its essential role in stimulating our local economy, cultivating our vibrant community, creating quality job opportunities, and elevating the quality of life for our local residents every day.

In addition, [Visit Orlando](#) shared the incredible news that our destination welcomed more than **75.3 million visitors again in 2024**. This was a 1.8% increase over 2023 and Central Florida has continued to maintain its position as the **most-visited destination in the United States**. Additionally, Orlando welcomed **6.5 million international visitors** in 2024, which was a **5.9% increase** from 2023. **Canada remains Orlando's top international market** with 1.29 million visitors, followed by the U.K., Brazil, Mexico and Colombia.



Moreover, the travel and tourism industry generated a record **\$92.5 billion** in local economic impact and continues to support more than **37%** of the total workforce in Central Florida.

Overall, travel spending across the U.S. generated **\$2.9 trillion economic output** and now **one out of every 11 U.S. jobs depend on travel and tourism**. Plus, \$190 billion was generated across the U.S. in tax revenue that supported essential services, such as education, emergency response, public safety and more.

Here are a few more significant facts about the impacts of tourism and the hospitality industry across the Central Florida region:

Orange County:



Tourism within Orange County generated **\$78 billion in total economic impact and supported more than 397,600 jobs in 2023.**

This has resulted in **more than \$10,200 in annual tax savings for each family household** and **millions to the arts community and local sports initiatives.**

Now more than 50% of all sales tax revenue collected annually in Orange County comes from out of town visitors.

Osceola County:



Tourism continues to be the largest industry in Osceola County, generating over **\$10.3 billion (\$500M more than 2022) in positive economic impact**, provided **more than \$665.3 million in state and local taxes**, and was responsible for **approximately 40,100 jobs (increase of nearly 2K jobs from 2022) for our local residents in 2023.**

This has resulted in **nearly \$4,400 in annual tax savings for each family household** and more than **\$5.3 million to community non-profits** over the past two years.

Seminole County:



Travel to and within Seminole County generated **\$4.1 billion in positive economic impact**, provided **more than \$320 million in state and local taxes** (this was nearly double from 2022), and supported more than **26,200 jobs for our local residents** in 2023 alone.

Plus, Seminole County has truly emerged as a premier destination for sports tourism, welcoming athletes, teams, and spectators for tournaments, training, and top-tier events that showcase and energize the local economy, along with the county's abundant natural beauty.

GENERATE REVENUE FROM PHONE CHARGING AMENITY FOR GUESTS	GUESTS BUY OR RENT A 100% CHARGED BATTERY PACK FROM <u>GRAB-&-GO MARKETS,</u> <u>HOTEL & RESORT LOBBIES,</u> <u>RETAIL.</u>
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Celebrating National Small Business Week



This week, we also proudly recognize and celebrate **National Small Business Week**. **With more than 500 small businesses** that are now part of CFHLA, we are grateful for these Allied and Lodging Members who are helping to build Central Florida's hospitality industry and a more vibrant and resilient community.

This week, we celebrate your entrepreneurial spirit, innovation, and commitment to providing essential services and job creation for the hospitality industry and our local community.

Small businesses are truly the heart and soul of our community, representing a diverse array of accommodations, attractions, restaurants, and service providers that help to make Central Florida the premier destination for travelers worldwide. From family-owned hotels to boutique hotels, local eateries, landscaping companies, HVAC providers, cleaning and sanitation businesses, laundry facilities, and printing; each of these small businesses shape our local economy and contribute significantly to our region's reputation for hospitality excellence.

At CFHLA, we are committed to supporting small businesses and helping them to thrive. Through our programs, events, and partnerships, we provide resources and networking opportunities to help small business owners grow and enhance their skills, while staying informed about industry trends and best practices.

Thank you to every small business owner and team member for their continued passion, hard work, partnership, and dedication. We see you. We support you. We thank you. We celebrate you.

Partners In Action - Holiday Inn Resort Kissimmee by the Parks Supports Local Education

Recently, [Holiday Inn Resort Kissimmee by the Parks](#) generously donated school supplies to their partner school, [Michigan Avenue Elementary](#).



Thank you to the entire team for this thoughtful contribution and continued support of our local students. We truly appreciate your commitment to making a positive difference within our community.

Welcome Majed Farah, General Manager at Hyatt Regency Grand Cypress

Recently, CFHLA was honored to officially welcome **Majed Farah**, the **General Manager** of the [Hyatt Regency Grand Cypress](#) to our hospitality community. With over two decades of hospitality leadership, Majed arrived in Orlando last March and brings a wealth of experience and fresh vision to one of Central Florida's premier resort destinations.



In addition, Majed and his team are excited to announce that they will be our host for the **2025 CFHLA Hospitality Gala** will be held at the **Hyatt Regency Grand Cypress on December 13, 2025!** This iconic venue, with its stunning lakeside views and world-class service, will provide the perfect setting for our annual celebration of industry excellence.

We look forward to working with Majed and his entire team, as we create a memorable evening for our members and partners. Stay tuned for more details as we approach this signature event.

Congratulations Brian Comes on Florida Citrus Sports Board Leadership

Please join us in congratulating our Past Chair of the CFHLA Board of Directors **Brian Comes** on being named the **48th President** of the [Florida Citrus Sports Association \(FCS\) Board](#) for the 2025-26 season. A seasoned hospitality and community leader, Brian currently serves as the **Vice President of Field Operations for the Americas** at **Hyatt Hotels Corporation**, overseeing 20 full-service hotels across the region. With more

than 30 years at Hyatt, including a decade as General Manager of the [Hyatt Regency Orlando](#), Brian will bring a wealth of experience and collaborative vision to this new role.



Plus, his longstanding commitment to the tourism and hospitality industry and his active leadership within FCS - by previously serving as Vice President, Treasurer, and current Executive Committee member - has helped strengthen community-wide partnerships that have been vital to the organization's success. We also extend our appreciation to **outgoing President Sharon Line Clary** of [AdventHealth](#) and **Past Chairman Steve Castino** of [Rehmann](#) for their dedicated service.

We are looking forward to this exciting new chapter for Florida Citrus Sports!

Congratulations to Jarrod Dillon – 2024 Downtowner of the Year!



We also would like to recognize **Jarrold Dillon, President of Business Operations** for [Orlando City SC](#), [Orlando Pride](#), and [Inter&Co Stadium](#), on being named the **2024 Downtowner of the Year** by our CFHLA partner, the [Downtown Orlando Partnership](#). This prestigious honor recognizes Jarrod's outstanding leadership and impact on the growth and vibrancy of Downtown Orlando.

Under Jarrod's guidance, Inter&Co Stadium has become more than a venue, but rather a community hub that brings people together and has helped to energize our city. Additionally, Jarrod's commitment to excellence, innovation, and community engagement has embodied the spirit of Orlando's continued evolution. His leadership has not only supported the sports and entertainment industry but has also boosted our local tourism community, and brought economic development to a community in need. Please join us in celebrating Jarrod's achievements and we thank him for his continued collaboration with the tourism and hospitality industry, as well as his dedication to elevating Orlando's profile on the national stage.

Congratulations again Jarrod, on this well-deserved recognition!



GLE

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CONGRATULATIONS TO OUR MAY MEMBERS OF THE MONTH

Meet Our May Members of the Month

CFHLA is proud to recognize our **May Lodging Member of the Month, William "Bill" Matthews, Director of Engineering** for [Sheraton Orlando Lake Buena Vista Resort](#). We are grateful for Bill's incredible help in hosting the upcoming Hurricane Seminar later this month, as well as his continued support for many of CFHLA's initiatives and participation at our signature events. Furthermore, Bill has been an outstanding leader within the CFHLA Engineers Council.

Moreover, we are also proud to recognize our **May Allied Member of the Month, Joelynn Moses, Sales professional** for [Restore Now](#). CFHLA is extremely grateful for Joelynn's outstanding involvement, participation, and phenomenal support as a Silver Partner Member of CFHLA. This includes her continual participation and involvement in numerous CFHLA events such as the recent St. Patrick's Day Golf Open and her service on so many of CFHLA's Committees.

It's because of these positive contributions and continued partnership, we are eager to recognize both of them this month!

To nominate a future CFHLA Allied and/or Lodging Member of the Month, please [CLICK HERE](#).



William Matthews

[Sheraton Orlando Lake Buena](#)
[Vista Resort Resort](#)

Joelynn Moses

[Restore Now](#)

MEET THE VIP

ORLANDO HEALTH[®]

Did You Know...

- [Orlando Health](#) is a private not-for-profit that serves the southeastern United States – including Florida and Alabama – and Puerto Rico. In 2023, the entire Orlando Health system provided nearly \$1.7 billion in community impact in the form of community benefit programs and services, Medicare shortfalls, bad debt, community-building activities and capital investments.

UPCOMING EVENTS

For more information on upcoming events, or to register, just click on the button below.

- [May Allied Relations Council Breakfast - Airport Area Hotels \(5/13/2025\)](#)
- [Wednesday AM Leads Group \(5/14/2025\)](#)
- [Wednesday Noon Leads Group \(5/14/2025\)](#)
- [Downtown Hoteliers Meeting \(5/15/2025\)](#)
- [Osceola County General Managers Luncheon \(5/20/2025\)](#)
- [CFHLA Executive Committee Meeting \(5/20/2025\)](#)
- [UCF Area Hoteliers Luncheon \(5/21/2025\)](#)
- [Leadership Mentoring Committee Meeting \(5/22/2025\)](#)
- [CFHLA Housekeeping Council Meeting - May 22 \(5/22/2025\)](#)
- [2025 Hurricane Seminar - Table Top Booth Registration \(5/22/2025\)](#)
- [CFHLA Board of Directors Meeting - May 2025 \(5/28/2025\)](#)

- [2025 May After Hours \(5/28/2025\)](#)

**CLICK HERE FOR A GUIDE
TO REGISTER AN
INDIVIDUAL FOR EVENTS**

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TO REGISTER A TABLE/
TEAM FOR EVENTS**

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About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.