From: cfhla@memberclicks-mail.net on behalf of CFHLA
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GIVE LIFE

Recently, at a

City of Orlando Council Meeting,

an official proclamation was offered to officially declare

August 25

Give Life Orlando Day!

CFHLA Board Member and

REMEMBER

REXEL

SILVER

HOSPITALITY OPPORTUNITIES

This Newsletter proudly sponsored by:

Members of the Month Honorees:

Lodging:

Jay Leonard
Wyndham Lake Buena Vista Resort

Allied:

Bill Droste
Orlando Brewing

2015 CFHLA Executive Committee

Chairperson

Chairman of the Hospitality Challenge Blood Drive

Jay Leonard,

General Manager of the

Wyndham Lake Buena Vista Resort

accepted this proclamation on the Association's behalf.
Joining Mr. Leonard was his daughter

Karli Leonard,

a childhood cancer survivor and an example of how

Blood Drives Save Lives!

CFHLA urges you to consider giving blood at the

August 25 Blood Drives

which will occur at various locations in Downtown Orlando.

For more information, please visit

www.oneblood.org/givelife.

LODGING NEEDED

Are You Registered???

Register Today!!!

All Lodging Members
are encouraged to register to attend the

HEAT (Tradeshow)

Gerald Urquiola
Caribe Royale Resort & Convention Center

1st Vice Chairperson
Dave Bartek
Loews Hotels
Universal Orlando

2nd Vice Chairperson
David Friederich
Grand Bohemian Hotel Orlando

Secretary
Fred Sawyers
Walt Disney World Swan & Dolphin

Treasurer
Doug Ridge
Orlando World Center Marriott

Assistant Treasurer
Jetse Pottinga
Melia Orlando Suite Hotel

Historian
Laura Sherman
CLC Encantada Resort

Immediate Past Chair
Doug Gehret
Hilton WorldWide

Partners of the Month

Executive Committee Meeting

Bags Parking & Guest Services

Governmental Affairs Committee Meeting

SpinOut Guest Laundries

2015 Board of Directors Circle

Brickman / ValleyCrest

Bright House Networks Enterprise Solutions

Coca-Cola Bottling Co.

Radio One

on

Wednesday, September 2

(10AM - 4PM) at the

Caribe Royale Resort & Convention Center.

(Thank you Gerald Urquiola, General Manager)

To view a video about WHY Lodging Professionals should attend the HEAT, please click below:

To register as a lodging attendee, please CLICK HERE.

NOTE: Lodging registration is COMPLIMENTARY!

ON TOP!

We Did It Orlando!

In 2015 the City Beautiful re-claimed the

#1 Spot on the Cvent, Inc. "Top Meeting Destination" List!

Visit Orlando reported that more than

62 Million Visitors

explored Orlando in 2014, generating

32 Million Room Nights,

and pushing Orlando forward into this Top Spot.

To read more about this accomplishment,

Summit Broadband

New for 2015 CFHLA Members sponsoring $10,000+ will be eligible for this benefit.

Hospitality Updates:

Why the hotel industry is ripe for tech innovation

Orlando Business Journal

Craig Weissman

As large as the hotel industry has become and as steady as it has grown over the years, the technology powering it has not kept pace. Innovation has come from companies focusing on the consumer side of travel.

Online travel agencies like Priceline and Expedia have grown to become multi-billion-dollar players dominating the customer shopping experience, and many others have tried following suit, from emerging companies like HotelTonight to retail giant Amazon, which recently launched its own hotel booking portal.

That trend isn't slowing, but it seems others are beginning to realize there is an incredible opportunity for technology innovation within the industry.

In the past 18 months, billions of dollars have been invested by a wide array of companies targeting many of the different kinds of systems hotels use to run their businesses.

These companies, many just entering the space and others doubling down on it, show that the global hotel business is massive, growing and hungry for better technology.

please CLICK HERE for the Orlando Business Journal Article.

DISCOVER REUNION

Below please find an invitation from Reunion Resort & Club, a CFHLA Lodging Member. If you are interested in attending, please RSVP as soon as possible.

SEPTEMBER 16

SAVE THIS DATE!

Next week CFHLA will forward invitations for the

Adopt-A-School
Kick Off Orientation Luncheon

to all **Registered** 2015 / 2016 Adopt-A-School Partners.

This luncheon celebration will "Kick-Off" the school year program, and will provide the participating partnerships with the opportunity to ***brainstorm activities***.

If you are an Adopt-A-School Participant please Save This Date:

Wednesday, September 16
12Noon - 1:30PM
B Resort located in the Walt Disney World Resort
(Thank you Keith Wolling, General Manager)

Massive opportunity

As of last December, IBISWorld's Global Hotels & Resorts Global Market Research measured the industry at 709,000 hotels, resorts and casinos worldwide with revenues reaching over $1 trillion. What's staggering is that those numbers are growing — and at record levels.

In the U.S. for example, revenues increased 10 percent in 2013, another 8.3 percent last year and record revenue growth is forecasted for this year, according to STR Global, a research and analytics firm tracking the industry. STR also counts 3,566 hotel construction projects under contract in the U.S. alone, with another 2,384 in Asia Pacific.

Technology, though, has remained relatively stagnant. The hotel industry has always lagged and suffered from tremendous fragmentation among the various systems needed to run a hotel (property management, central reservation, customer relationship, revenue management and channel management systems).

"Few other industries face a technology environment as large and complex as the one found in the hotel industry," noted the whitepaper that launched the global trade association Hotel Technology Next Generation back in 2002. Back then, HTNG counted more than 100 different categories of systems commonly used in hotels. Today, it lists just under 50 product categories on its website — a number still larger than you'd find in most of the other leading industries of the economy.

Many hotel brand

For more information relating to the Adopt-A-School Program, please contact CFHLA Staff Person Lynnea Dawes - Communications@cfhla.org.

TO REGISTER YOUR PARTNERSHIP, PLEASE CLICK HERE.

REMEMBER

On

Friday, September 11, 2015

(8:00AM - 9:30AM)

CFHLA will host the

Patriot Day Breakfast

to honor the memory of those who perished in the September 11, 2001 terrorist attacks, and recognize outstanding service of local first responders.

This community event will be held at the

Orange County Convention Center.

(Thank you Kathie Canning, Executive Director)

For more information and registration for this beautiful memorial ceremony, please visit:

www.CFHLA.org/Patriot-Day-Breakfast.

This breakfast is proudly sponsored by CFHLA Member:

REXEL

companies and individual properties live in a world of on-premise client servers and use a multitude of legacy and disparate technology systems. In theory, they work together to facilitate and manage hotel bookings, reservations, on-property management, pricing and customer relationships. In reality, those systems aren't easily integrated and rarely in sync.

Despite record revenue gains, a lack of technology innovation is partially to blame for sluggish bottom-line growth. As tech advancements have driven change on the consumer side and customer acquisition costs have risen, the general trend over the past two decades has been one of profits shifting from asset owner to distribution channel. A recent study from the Hotel Asset Managers Association revealed that although industry revenue was up 20 percent from 2009 to 2012, commissions had increased 34 percent.

With the trend not slowing, hoteliers are beginning to look for new solutions that can help level the playing field.

Times are changing

Expedia's recent buying spree (Orbitz and Travelocity) has garnered the most attention, but another wave of acquisitions is just as significant and a sign that Silicon Valley is waking up

SILVER

Since 2008, **Voice of the Customer (VOC) Systems** helps hotels dramatically improve performance by systematically delivering mid-stay guest insights to operating teams. Unlike traditional surveys and social media aggregators, VOC's ExpressWayTM service invites every guest during the stay to be a Quality Advisor to the GM using a local, free-form voicemail answering two questions: "What's going right?" and "What needs improvement?" Once guest experiences are captured, we then transcribe, code, archive and deliver them via email (text and audio) directly to operating teams minutes after the guest communicates. Teams get guest insights before checkout, before surveys and before social media, with favorable service recovery, problem reduction, training/coaching and social media impact.

Fun Fact: We competed with over 100 entrants and won last year's Cornell Hospitality Research Summit "Exemplary Practice Award," based in part

to the opportunity in hospitality.

Software giant Oracle entered the vertical last June with the acquisition of leading hotel property management system provider MICROS, while SAP purchased Concur in December.

CLICK HERE to read more.

on dramatic results from our Orlando Starwood clients.

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Housekeeping Aid
Fairfield Inn & Suites Orlando at SeaWorld
CLICK HERE to view the job description

Golf and Event Coordinator and MORE!
Ritz Carlton Orlando Grande Lakes
CLICK HERE to view the job descriptions

Special Events Coordinator and MORE!
Gaylord Palms Resort & Convention Center
CLICK HERE to view the job descriptions

Loss Prevention Officer and MORE!
Renaissance Orlando at SeaWorld
CLICK HERE to view the job description

Sales & Marketing Career Night
Diamond International Resorts
CLICK HERE to view the details

Controller - Rooms and MORE!
JW Marriott Orlando Grande Lakes
CLICK HERE to view the job descriptions

Restaurant Operations Supervisor and MORE!
Marriott International
CLICK HERE to view the job descriptions

Assistant Marketing Director
The Mall at Millenia
CLICK HERE to view the job posting

Account Executive - Tour & Travel
The Medical Concierge
CLICK HERE to view the job posting

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