



CITY OF ORLANDO

Proclamation

WHEREAS, travel has a positive effect on Florida and the nation's economic prosperity and image abroad, to business productivity and to individual travelers' well-being; and

WHEREAS, Visit Orlando is the official tourism association helping to market and brand the destination globally with representation in more than a dozen countries around the world; and

WHEREAS, Orlando continues to be the No. 1 destination in the United States, with more than 59 million visitors annually; and

WHEREAS, travel to and within Orlando provides significant economic benefits for the Central Florida region, generating \$54 billion in economic impact in 2013, with \$34 billion spent directly by travelers; and

WHEREAS, tourism is one of Central Florida's largest industries, supporting more than 380,000 jobs in 2013; and

WHEREAS, the Central Florida Hotel & Lodging Association (CFHLA) is the world's largest regional lodging association and represents approximately 80 percent of all hotel rooms in Central Florida; and

WHEREAS, international travel to Orlando continues to grow, contributing more than \$5 billion in sales to the economy; and

WHEREAS, meetings, events and incentive travel are core business functions that help companies strengthen; and

WHEREAS, leisure travel, which accounts for more than three-quarters of all trips taken to Orlando, spurs countless benefits to travelers' health and wellness, creativity, cultural awareness, education, happiness, productivity and relationships;

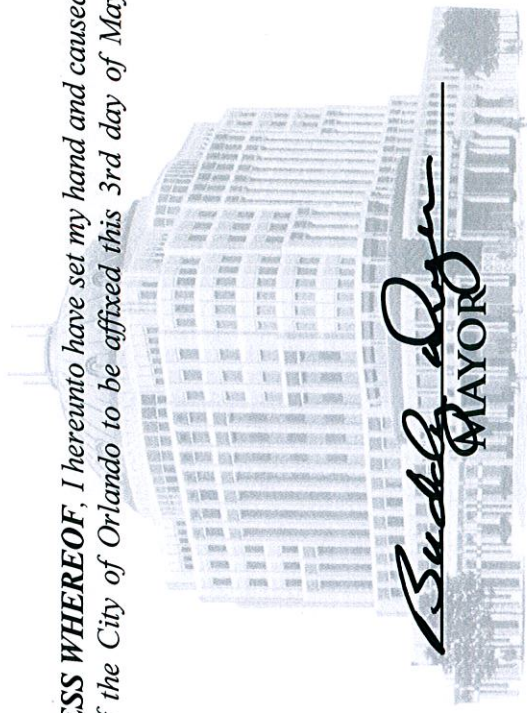
NOW, THEREFORE, I, BUDDY DYER, Mayor of the City of Orlando hereby do proclaim May 3-11, 2014 as

"Travel and Tourism Week"

in the City of Orlando and urge the citizens to join me in this special observance with appropriate events and commemorations.



IN WITNESS WHEREOF, I hereunto have set my hand and caused the Seal of the City of Orlando to be affixed this 3rd day of May 2014.



Buddy Dyer
MAYOR