



CITY OF ORLANDO

Proclamation

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

WHEREAS, Visit Orlando is the official tourism association, representing all segments in the Central Florida regional tourism industry, in more than a dozen countries around the world; and

WHEREAS, Orlando is the No. 1 most-visited destination in the United States, with more than 62 million visitors annually; and

WHEREAS, travel to and within Orlando provides significant economic benefits for the Central Florida region, generating \$60 billion in economic impact in 2014; and

WHEREAS, tourism is among the largest industries in Central Florida, where one-third of all jobs is tourism-related; and

WHEREAS, the Central Florida Hotel & Lodging Association (CFHLA) is the world's largest regional lodging association; and

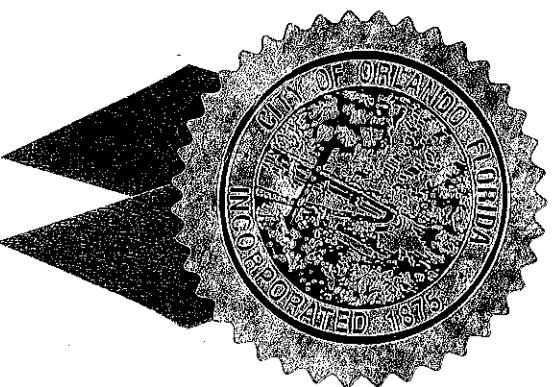
WHEREAS, meetings, conventions, trade shows and business functions are a source of important incremental visitation, and the Orange County Convention Center (OCCC) alone provides a \$1.9 billion in total economic impact to Central Florida; and

WHEREAS, leisure travel to Orlando spurs countless benefits to travelers' health, cultural awareness, education, happiness and relationships;

NOW, THEREFORE, I, BUDDY DYER, Mayor of the City of Orlando, hereby do proclaim the week of May 2-10, 2015 as

"Travel and Tourism Week"

in the City of Orlando, and urge all 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 2nd day of May 2015.

Buddy Dyer
MAYOR