

**NFH&LA**  
NORTH FLORIDA HOTEL & LODGING ASSOCIATION  
**External Affairs Bulletin**  
June 2011

**6/6 NFHLA External Affairs: Southwest Airlines Begins Daily Nonstop Service Between Jacksonville and Denver**

**Distributed to:** ALL members, hotel and allied

Southwest Airlines began new daily nonstop service between Jacksonville International Airport (JAX) and Denver International Airport (DEN) on Sunday, June 5.

Southwest Airlines' one daily nonstop flight between Jacksonville and Denver departs Jacksonville at 7 a.m., Sunday through Friday, and the return flight departs Denver at 5:55 p.m. On Saturdays, the flight to Denver will leave Jacksonville at 11:55 a.m. and return from Denver at 6 p.m.

"This new service greatly enhances air travel out west and we anticipate the flight will be greeted favorably by both leisure travelers heading to ski resorts and business travelers," said Steve Grossman, JAA's Executive Director and CEO. "In addition, this service provides excellent connections to central California and the pacific northwest."

For more information about JAX, visit [www.flyjacksonville.com](http://www.flyjacksonville.com). For more information about Southwest Airlines, visit [www.southwest.com](http://www.southwest.com).

View photos of the water cannon salute at:

<http://www.flickr.com/photos/jaxairport/sets/72157626899221732/>

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**6/6 NFHLA External Affairs: Duval County Tourist Development Council (TDC) meeting June 16**

**Distributed to:** ALL members, hotel and allied

Duval County Tourist Development Council (TDC) will meet for a special meeting. The purpose of the meeting is to discuss the proposed Visit Jacksonville request for additional TDC funding for a marketing initiative and business development.

Duval County Tourist Development Council meeting  
Thursday, June 16, 2011, at 10:30 a.m.  
At City Hall at the St. James Building, 117 W. Duval Street,  
Conference Room A, Fourth Floor, Suite 425

All interested parties are welcome to attend

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**6/7 NFHLA External Affairs: VISIT FLORIDA Annual Report**

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[Click here](#) to view VISIT FLORIDA's Annual Report

Here are a few statistics:

- Florida hotel occupancy in 2010 was 59.1% a 6.3% increase from 2009.
  - The average daily rate was \$104.06 a 1.6% decrease from 2009.
  - Preliminary estimates show Florida hosting 82.6 million visitors, an increase of 2.1% over 2009 figures.
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**6/9 NFHLA External Affairs: St. Augustine, Ponte Vedra & The Beaches VCB State of the Industry**

**Distributed to:** ALL members, hotel and allied

The second annual VCB State of the Industry Report will be held on Monday, June 13 at the conveniently located Renaissance World Golf Village Resort ... it's a must for anyone in St. Johns County who is at all involved with tourism.

[Click here to find all the information on this important event.](#)

As we did last year, we've invited our colleague and tourism guru Dr. Peter Yesawich to speak to us and share actionable insights that can help us continue to grow and prosper.

We'll also be presenting the Tourism Employee of the Year Awards, the nominees and recipients of which deserve all the appreciation and applause we can give them!

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**6/9 NFHLA External Affairs: Gator Bowl Announces Date and Time of Game**

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The Gator Bowl Association announced that the 67<sup>th</sup> Annual Gator Bowl game will be played at EverBank Field on Monday, January 2, 2012. The game will kick off at 1 p.m. and will be televised nationally on ESPN2. The Gator Bowl will pair the fifth selection after the BCS from the Southeastern Conference and the fourth selection after the BCS from the Big Ten Conference.

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**6/14 NFHLA External Affairs: Cecil Airport Wins State Approval as Official 'Space Territory'**

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The Jacksonville Aviation Authority (JAA) announced that it received support from the State of Florida in its efforts to transform Cecil Airport into a 21<sup>st</sup> century commercial spaceport when Space Florida officially designated Cecil as a "Space Territory" on June 9.

The Space Territory designation affords a number of opportunities. The Florida Department of Transportation (FDOT) now has legal authority to fund spaceport-related transportation facilities within Cecil to better accommodate horizontal launch space travel.

Cecil recently received grant funds from the Federal Aviation Association (FAA) for the development of a Spaceport Master Plan. Combined with Space Florida's decision, JAA will now be able to pursue funds to design and construct new roadways, taxiways, and assembly and payload facilities.

"The JAA's strategic development of Cecil Airport received a major boost when the Space Florida Board, under the leadership of Lieutenant Governor Jennifer Carroll, approved the resolution designating it as a Space Territory," said Michael Stewart, JAA's Director of External Affairs. "This designation places Cecil on the map to be a catalyst for job creation, and positions northeast Florida to carve out a niche in the aerospace industry. We are optimistic about horizontal lift commercial space opportunities at Cecil upon completion of our Spaceport Master Plan later this fall."

In conjunction with being named a space territory, JAA was also notified by the FDOT that Cecil Spaceport has been approved as a planned Strategic Intermodal System (SIS) facility. SIS facilities are instrumental in linking multiple modes of transportation throughout the state. SIS allows the state to fund portions of infrastructure projects which are instrumental in connecting modes of transportation.

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**6/14 NFHLA External Affairs: Visit Jacksonville information for Duval County TDC meeting on 6/16**

**Distributed to:** ALL members, hotel and allied

Your support was invaluable during our original presentation on May 19, please find three (3) attachments, a cover letter from Dan King (Visit Jacksonville Board Chair), a description of the grant deployment and a legal-sized (please note) accounting spreadsheet that Visit Jacksonville will complete and submit to the TDC each month tracking the actual expenses.

We encourage members of NFHLA to attend the Duval County Tourist Development Council (TDC) meeting and Visit Jacksonville thanks you for your support and encouragement.

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**6/14 NFHLA External Affairs: Facebook most popular social media channel for hoteliers**

**Distributed to:** Hotel members ONLY

Facebook is the most popular social media channel for hoteliers, beating Twitter by a wide margin. According to a poll of hoteliers by revenue management technology vendor TravelClick, 65% are using Facebook to increase bookings and revenue, while only 20% are using Twitter and 10% are using online coupon sites like Groupon. Only 8% are using the geolocation social network FourSquare.

It should be noted that the results of the poll are not scientific and may contain sample bias, as the poll was conducted during a TravelClick webinar about the changing hotel marketing industry.

"Instead of running cost-efficient promotions on social media channels like Twitter and Facebook, hotels are electing to increase their advertising spend through online advertisements (57%) and paid search advertising (20%)," says Jonathan Cherins, chief marketing officer of TravelClick. "It's important that hotels don't rely solely on advertising to increase bookings. Hoteliers should be incorporating a mix of online marketing, GDS media as well as social media in order touch their key audiences."

Two-thirds (66%) of poll respondents agree that although they are seeing less price sensitivity from their guests, rate is still a key factor in bookings. Only 4% believe rate is no longer the driving issue for hotel guests. "The data from this poll shows that while rate is often a key factor in consumer booking rates, ultimately smart hoteliers need to have better data in order to optimize channel mix, set competitive prices and forecast revenue," Cherins says. [www.hotelsmag.com](http://www.hotelsmag.com)



**Featured Allied Member of the Month:**  
**HabiJax ReStore**

The HabiJax ReStore is located just west of the intersection of University and Beach Blvd. at 5800 Beach Blvd. in Jacksonville (next to Staples). We are **open to the public** from 9 a.m. to 6 p.m., Tuesday through Saturday (and starting July 25 we will also be open Mondays). Our purpose is to provide additional funding to HabiJax (Habitat for Humanity of Jacksonville) which helps working families in need of high-quality affordable housing right here in Jacksonville. We are a 40,000 sq. ft. home improvement store that offers cabinets, countertops, faucets, windows, doors, appliances, furniture - plus a whole lot more! - at very competitive prices far below what you might pay at another home improvement store. Some items are brand new while the others are gently used items. We are very popular with the U. S. Green Building Council because we re-use and recycle - keeping less tonnage from finding its way to the landfill. Call us at (904) 309-6774 for a complimentary pick-up of your appliance, furniture or home improvement donation.

More information at [www.habijax.org/restore](http://www.habijax.org/restore)



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**Monthly Meeting**

The July NFHLA meeting will be a joint meeting with the Hospitality Sales & Marketing Association International Northeast Florida chapter (HSMAI). It is scheduled for Thursday, July 28 and will be held at Latitude 30, from 11:30 a.m. to 1 p.m. Peter Yesawich will give an update on Travel Trends and RevPar.

For more information and to make a reservation please visit the Web site,  
<http://www.northfloridalodging.com/next-meeting.php>