

**NFH&LA**  
NORTH FLORIDA HOTEL & LODGING ASSOCIATION  
**External Affairs Bulletin**  
**November 2010**

**11/2 NFHLA External Affairs: Free Sustainable Hospitality Webinar--Managing Materials Effectively, Efficiently and Responsibly**

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

A FREE Webinar presented by University of Florida TREEO Center on behalf of the U.S. EPA: Managing Lodging Materials Efficiently, Effectively and Responsibly on November 10, 2010 from 1-2:30 p.m. TO REGISTER, please click on the link: <https://www1.gotomeeting.com/register/161073825>

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**11/15 NFHLA External Affairs:**

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Information from VISIT Florida: Florida's beaches are clean, clear and open for business, but we know many of your businesses continue to struggle from lost revenue and cancelled vacations.

Since the Deepwater Horizon explosion, we commissioned several research studies to uncover the impact of the oil on travelers' perceptions of Florida and their intent to travel. We are releasing this research, conducted by Ypartnership and Kerr & Downs, along with additional information from Condé Nast, to assist you with proving the burden of financial damages related to the oil spill. The research is now publicly available at [VISITFLORIDA.org/deepwaterhorizon](http://VISITFLORIDA.org/deepwaterhorizon).

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**11/16 NFHLA External Affairs: Visit Jacksonville's Tourism Pays" Viral Video Campaign\_**

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

The "Tourism Pays" video, which premiered at Visit Jacksonville's 2010 Destination Outlook last week, is now online at JaxTourismMatters.org and on the Visit Jacksonville YouTube page at <http://www.youtube.com/user/udontknowjax>. This video represents how important tourism is to the local economy and how everyone in a community benefits from the industry. Visit Jacksonville is creating an e-mail campaign that will make it easy for everyone to share the video with their e-mail contacts, on Facebook, Twitter and any other outlets to educate everyone in the community. Be on the lookout for the e-mail this week and tell everyone that tourism pays in Jacksonville!

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**11/16 NFHLA External Affairs: Southwest Announces Daily Nonstop Service from Denver to Jacksonville**

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

Jacksonville Aviation Authority today announced that Southwest Airlines will begin daily nonstop service between Jacksonville and Denver, Colorado, beginning June 5, 2011. The airline plans to operate one departure and arrival each day between Jacksonville International Airport (JAX) and Denver International Airport (DEN).

Effective June 5, 2011, Southwest's flight #919 will depart JAX at 7:00 a.m., and arrive in DEN at 8:35 a.m., on Sundays through Fridays. Return flights will depart DEN at 5:55 p.m., and arrive in JAX at 11:20 p.m. On Saturdays, flight #1840 will depart JAX at 11:55 a.m., and arrive in DEN at 1:35 p.m. The return flight #920 leaves DEN at 6:00 p.m., arriving in JAX at 11:25 p.m.

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**11/19 NFHLA External Affairs: 2010 Florida Hotel Security Initiative - Orlando, FL (12-2-2010)**

**Distributed to:** hotel members only

To view information about the upcoming Department of Homeland Security and Florida Department of Law Enforcement hotel and lodging outreach event to be held in Orlando on December 2, 2010, visit:

<http://www.fdle.state.fl.us/Content/BusinesSAFE/Menu/About-BusinesSafe.aspx>

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**11/22 NFHLA External Affairs: Jacksonville Aviation Authority Launches Rebranding Effort**

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

In preparation for its 10-year anniversary next year and to highlight its many successes, the Jacksonville Aviation Authority (JAA) today unveiled a new branding campaign designed to build better awareness of the city's vibrant aviation system.

The branding campaign includes a new overall logo for the authority, new logos for each of its four airports, the renaming of three of the airports and new websites. JAA was created in 2001 by the Florida Legislature and has been using the same brand identity since then.

The goal of the rebranding effort is to create a consistent brand across the four airports owned and operated by the Authority; Jacksonville International Airport, Cecil Field, Craig Airport and Herlong Airport. The rebranding effort will also be used as an opportunity to further educate the public about the distinctive differences between the four airports and the regional impact of the Authority.

Three of the four airports will be renamed as a result of the rebranding effort. Cecil Field will become Cecil Airport and Herlong Airport will become Herlong Recreational Airport. Craig Airport will be renamed Jacksonville Executive Airport (JAXEX) since its location not only makes air travel more accessible for executives, but also makes the Jacksonville business community more accessible to the world.

The JAA rebranding effort will be carried out through several phases over the next few years. The rebranding strategy includes changes in airport signage, purchased print and television media and new websites for the Authority and its four airports.

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**Monthly Meeting**

NFHLA will host the annual Holiday Party on December 7, 2010 from 5-7 p.m. at the Prime Osborn Convention Center. Join us for an evening to celebrate the season and network with the hospitality community.

To RSVP and for more information visit, <http://www.northfloridalodging.com/next-meeting.php>