

# CratorBites

Spring 2010

The Latest Seminole County  
Tourism and Meetings News and Information



## A Message from Sharon Sears

Spring provides a time for renewal and this is especially true in the tourism industry. From a CVB perspective, there are several major events on the horizon including Tourism Week and POW WOW, plus we've got a new TV advertising campaign to premier and some new sales materials to really put Seminole County on the tourism map.

More information on each of these economically important stories is highlighted in this issue of Gator Bites. On a personal note, congratulations to our own Danny Trosset for his recognition as one of the best sports planners in the country. If you would like to plan a meeting or event at any of our hotels, please contact Steven Ryals. As always, please contact me if you have any questions or ideas for helping our tourism efforts.



## Advertising wins awards and new visitors.

Seminole County has been honored by the Hospitality Sales and Marketing Association International and VISIT FLORIDA with three Adrian awards and one Flagler award, which recognize excellence in tourism advertising for both creativity and proven results. Winners included a "Chompin' Gator" [online ad](#), a [website](#) for the county's free night promotion, and a [Crappie campaign](#) targeting the fishing market. Additionally, Chompin Gator and the new [digital sports guide](#) both won Gold ADDY awards, which are handed out annually by the American Advertising Association for creative excellence.



## Tourism Week Luncheon Set for May 13th

Honoring one of the most important industries in the country, Seminole County will host our annual tourism lunch as part of National Tourism Week. After the success of the last two lunches, this year's theme "Let's Show Our Wild Side" promises to be our best event ever. Hosted at the Hilton Orlando/Altamonte Springs, the program will feature our 2010 awards and Keynote speaker Trish Riley, an award-winning environmental journalist who has been featured in such publications as *Audobon*, *The Washington Post*, and *The National Geographic Green Guide*. Remember, we are Florida's Natural Choice and over 20,000 Seminole County residents work in tourism. We encourage you to nominate worthy candidates and join the celebrations - tourism works for all of us.



**2010 Seminole County  
Tourism Celebration Luncheon**  
**Thursday, May 13th, 2010**  
**11:30am check in – lunch at Noon**  
**Hilton Orlando/Altamonte Springs**

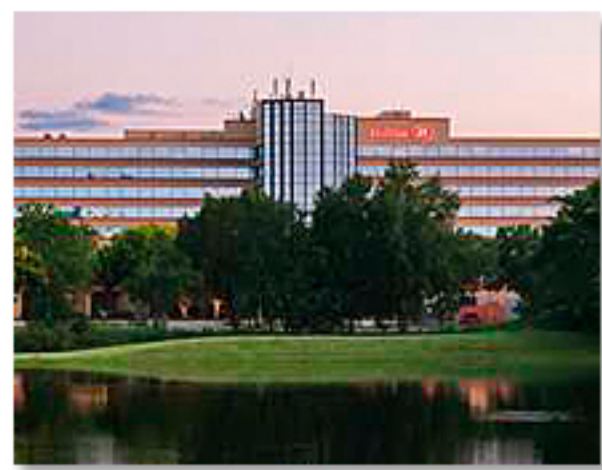
## POW WOW Comes to Central Florida

U.S. Travel's International Pow Wow is the travel industry's premier tourism trade show and the 2010 event will be held in Orlando from May 15-19. As the intensive show is in our back yard, your CVB is leaving no stone unturned to make the most of our opportunities. From an exhaustive trade show strategy to a post-event FAM trip, the sales team will be working tirelessly to focus the attention of 1,000 U.S. travel organizations, 1,500 International and Domestic Buyers and swarms of national and international media on the positives of Seminole County. For more information, please contact [Steven Ryals](#).



## Hilton Completes \$7 Million Renovation

The 311-room Hilton Orlando/Altamonte Springs has completed its \$7 million renovation, including redesigning 20,000 square feet of meeting space, adding three large hospitality suites and creating a 1,400 square foot fitness facility and day spa. With bold new exterior colors, lush new landscaping, complimentary wireless high-speed Internet, new 37-inch high definition plasma televisions and new furnishings, the renovations were completed over a 12-month period. The final phase included a redesigned lobby and a contemporary restaurant and lounge concept named "U". For more information, visit [www.orlandoaltamontesprings.hilton.com](http://www.orlandoaltamontesprings.hilton.com).



## Clarion Becomes Magnuson

The Clarion Inn & Conference Center in Altamonte Springs has become the Magnuson Grand Hotel Orlando. Magnuson Hotels is the world's largest independent hotel group with over 1,000 properties across North America and the UK. A Magnuson Hotels affiliate, the 263-room full-service hotel features an Olympic size pool with a two-story waterfall and 10,000 square feet of meeting space. Watch for more details about the change in the next issue of Gator Bites or visit [www.magnusonhotels.com](http://www.magnusonhotels.com).



## SportsEvents Magazine awards Danny Trosset

Honored for his dedication and excellence in sports planning, we are pleased to announce that Danny Trosset has been named one of the nation's best sports event planners by *SportsEvents Magazine*.

As the County's sales and sports marketing manager, Danny has advanced several new programs including the senior softball program and the tennis program, which was recently recognized by the United States Tennis Association. Last year, sporting events had a \$10 million economic impact in Seminole County and are expected to play an even larger role this year. Danny credits his success to the CVB's "Team Seminole" approach, which enhances the County's ability to host large scale sporting events by relying on the quality of area hotels and facilities provided for each and every event. To read the special feature visit [www.sportseventsmagazine.com](http://www.sportseventsmagazine.com).



## Seminole County hits Florida TV sets.

We are very excited to have produced three new [television spots](#) this year to promote tourism in Seminole County. The spots will launch this spring to showcase the county's exciting nature experiences and A Free Night promotion. They will run throughout the state of Florida through a special partnership with the Florida Cable Association that provides four times the exposure, making television a feasible option for the first time.



## Going digital.

Another exciting first for our county is the launch of an online presence in the social media realm, including [Facebook](#) and [Twitter](#) pages as well as a channel on [YouTube](#), where our new TV spots are displayed. We have also produced a [sports digital guide](#) and a [meeting planner digital guide](#) that provide a wealth of information about our offerings for groups and make it easier than ever to plan events online.



Coming up in Seminole County . . .  
[Click here](#) for information on our next TDC meeting.  
[Click here](#) for our current calendar of events in Seminole County.  
Visit our website at [www.VisitSeminole.com](http://www.VisitSeminole.com)

