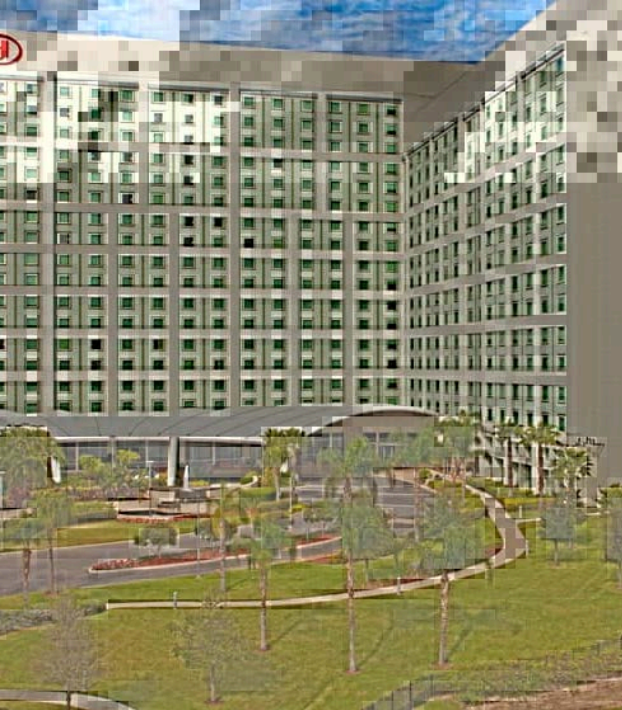


INTERNATIONAL DRIVE RESORT AREA

CHAMBER OF COMMERCE





150+ International Drive Resort Area Hotels Represents



54,000 HOTEL ROOMS

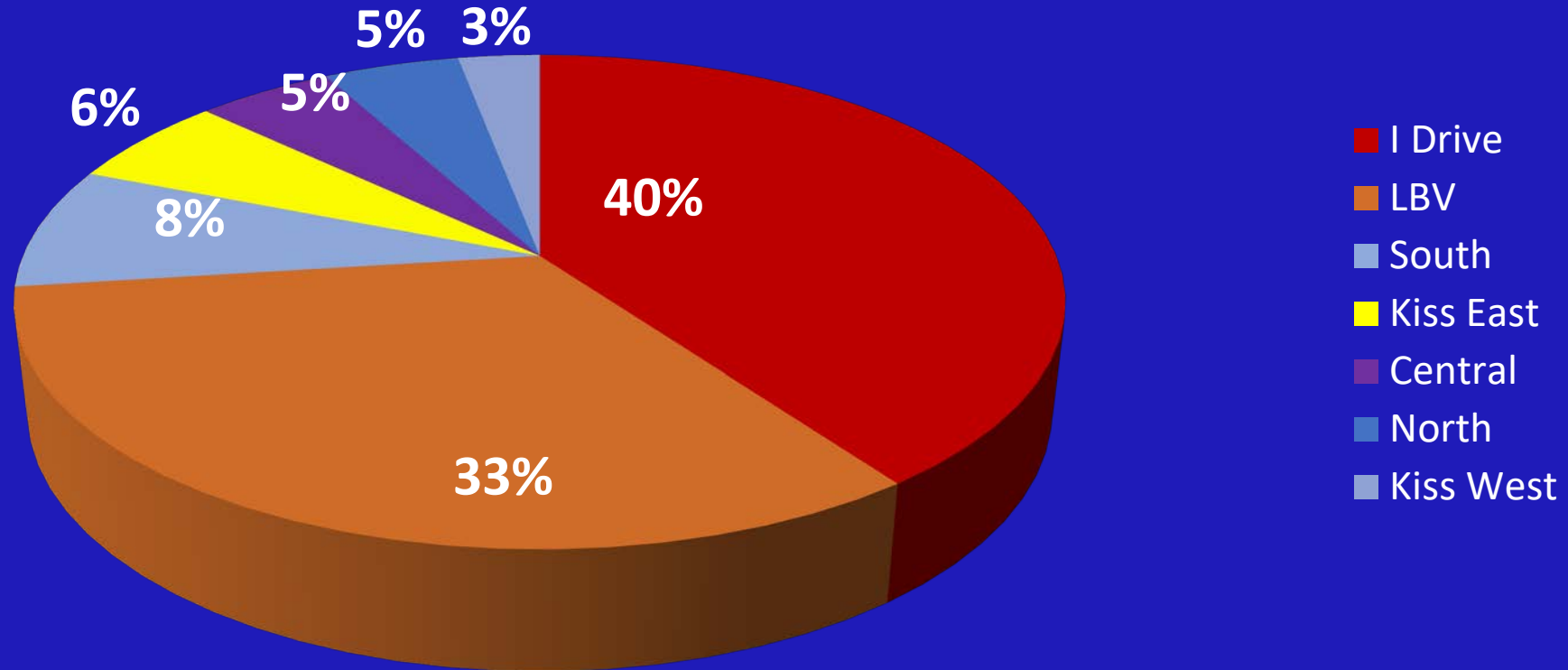


40% of ALL the Hotel Rooms in Orange, Osceola and Seminole County.

Smith Travel Orlando Sub-Markets

- Room Revenue Share

\$3.9 Billion Room Revenue



450 Restaurants



900+ RETAIL SHOPS



**\$4.7 Billion
Annual
Economic
Impact**



The Orange County Convention Center



100,000
Employees

An aerial photograph of a city, likely Orlando, Florida, showing a mix of urban development and green spaces. A large, multi-story building on the left has the word "PLAZA" visible on its facade. A major road runs through the center, flanked by trees and smaller buildings. In the background, a tall tower and other city structures are visible under a blue sky with light clouds. The text "\$13 Billion New Development" is overlaid in a large, bold, yellow font across the middle of the image.

**\$13 Billion
New Development**



2026
Record
Breaking
TDT
Collections



Universal Studios CityWalk, on Oct. 23. Orange County's tourist tax collections hit a one-year high in fiscal year 2024-25, which ended Sept. 30. RICARDO RAMIREZ BUXEDA/ORLANDO SENTINEL



Guests pack Main Street USA in front of the "Partners" statue of Walt Disney and Mickey Mouse at the Magic Kingdom in Walt Disney World. JOE BURBANK/ORLANDO SENTINEL

Orange County's tourist tax smashed record in 2024-25

Collections were up \$25.1M over previous year. Can it continue?

By Stephen Hudak
Orlando Sentinel

Boosted by the opening of the Epic Universe theme park, Orange County's tourist tax collections hit an all-time high in fiscal year 2024-25, shattering the

previous 12-month best, set last year, by \$25.1 million, according to a comptroller report released this morning.

The revenue boom reflects a host of positive factors over the course of the year, including record-breaking numbers of tourists statewide and higher room rates locally, which translate into more tax dollars.

Comptroller Phil Diamond, whose office tracks collections

and spending of the bed tax, cautiously celebrated the new record of \$384.5 million, but also worried about challenges that could hamstring Central Florida's tourism-focused economy in the immediate future.

He cited recent flight cancellations blamed on a shortage of air-traffic controllers and the shutdown of the federal government.

"These are very unique but very

real concerns which just haven't been concerns until this month," Diamond said in a phone interview. "While a great many people drive here from the southeastern United States, a great many more — Canadians and New Yorkers, people from the northeast and upper Midwest — really wouldn't come here if they couldn't fly. It just wouldn't be practical."

Turn to Tax, Page 5

Orange tourist tax receipts shatter record after record



INTERNATIONAL DRIVE RESORT AREA
CHAMBER OF COMMERCE





2026

Board of Directors

OUR AMAZING TEAM

BOARD OF DIRECTORS

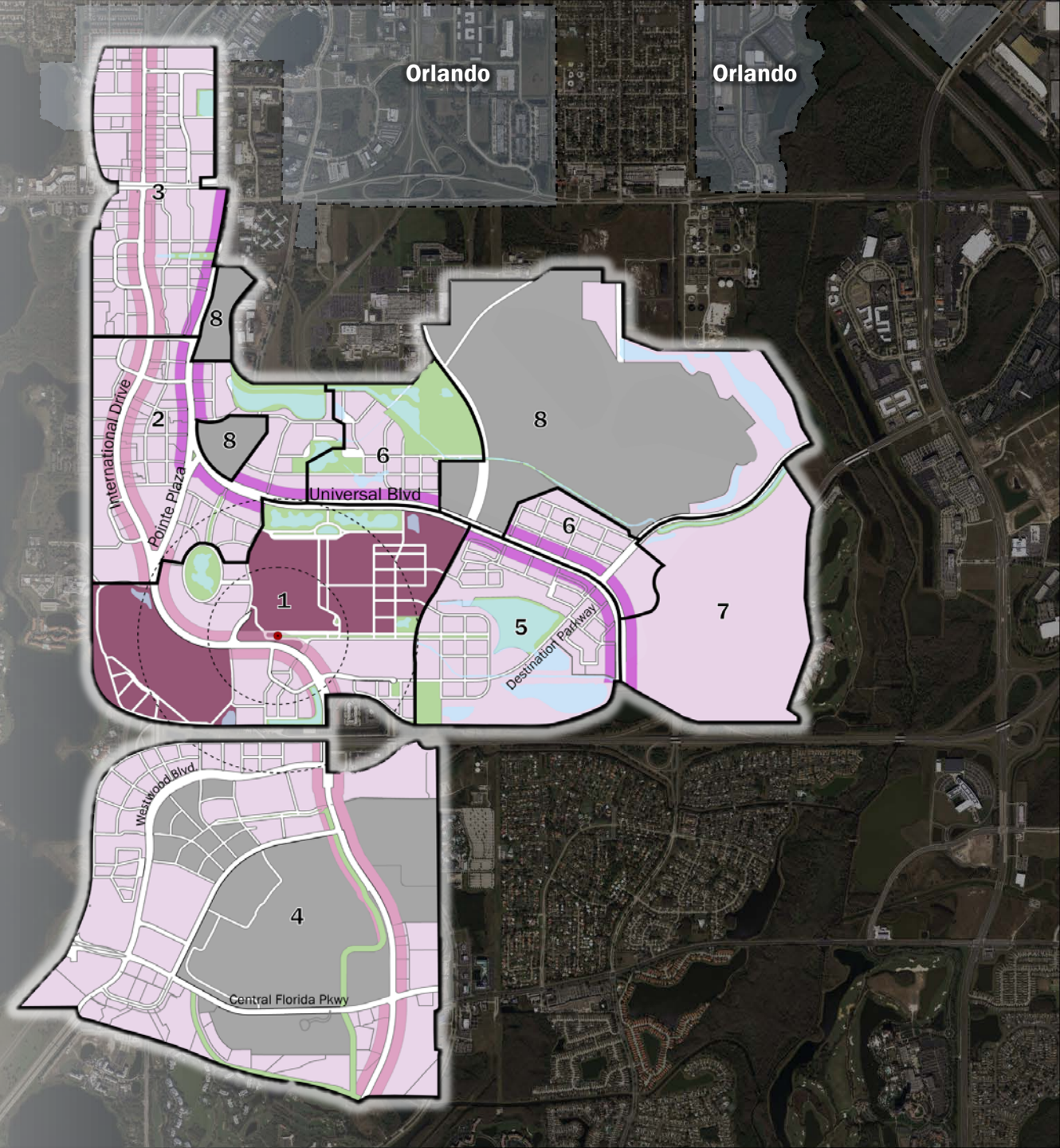




I-Drive 2040 Sub-Districts

FOCUS AREAS

1. Convention Center
2. Retail & Hospitality
3. Entertainment
4. Sea World
5. Destination Parkway
6. Universal Boulevard
7. Rosen & Shingle Creek
8. Universal





Strategic Plan

Guiding growth and success for a vibrant business community.

Orange County Convention Center

Master Plan



The Orange County Convention Center

5A Phase 1 OCCC Master Plan Breaking Ground



GRAND CONCOURSE EXPANSION



- Site enabling work began – Oct. 2025
- Groundbreaking Ceremony – Dec. 2025
- Construction to start – Mar. 2026
- Opening – Late 2029



CONVENTION WAY GRAND CONCOURSE



CONVENTION WAY GRAND CONCOURSE



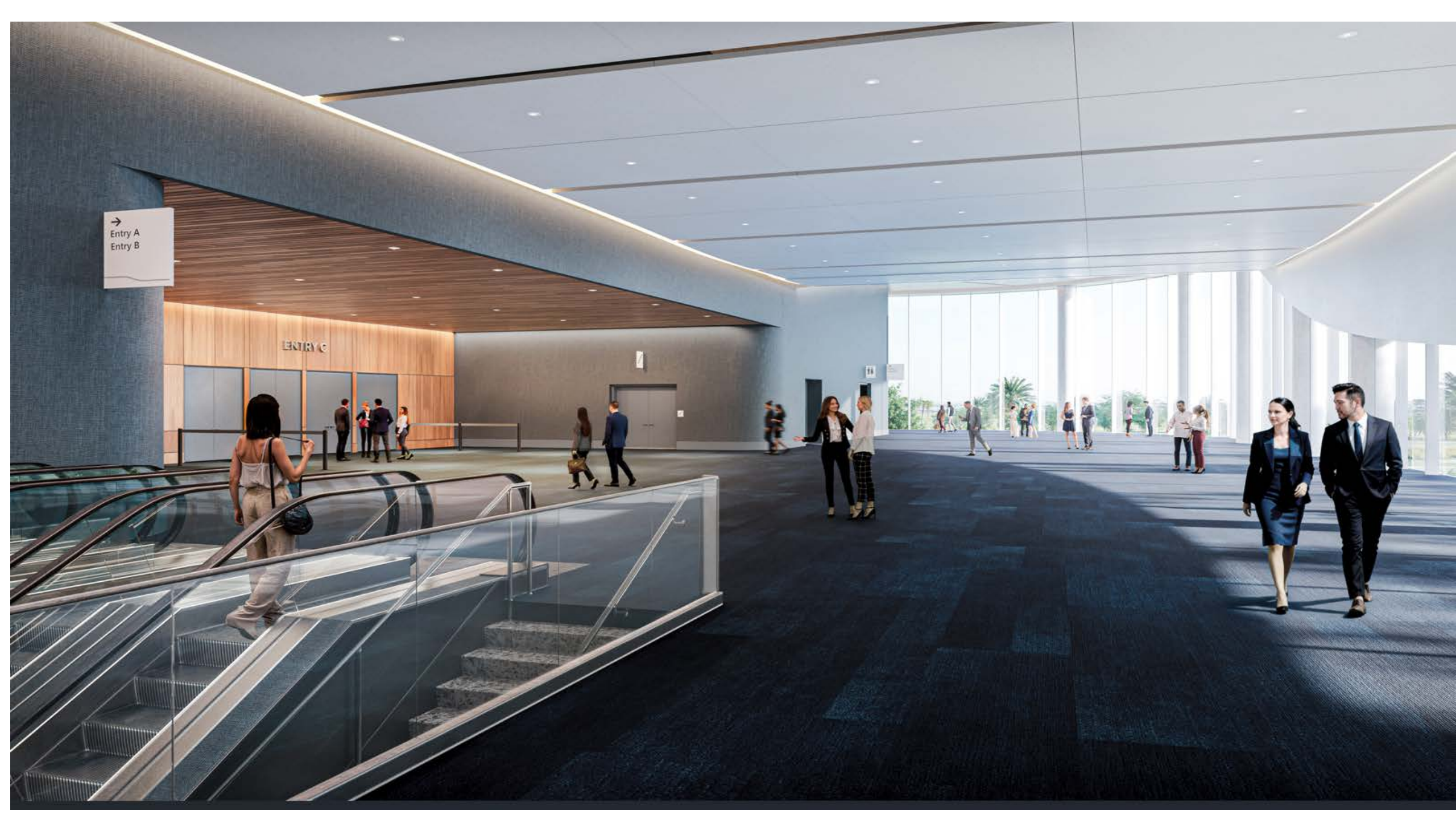
Aerial View











→
Entry A
Entry B

ENTRY C



Orange County Convention Center Phase 1 5a - Oversight Committee



5B Phase 2

OCCC Master Plan





Multipurpose Venue

Convention Way Grand Concourse

PHASE 5B PROJECT OVERVIEW



Multipurpose Venue

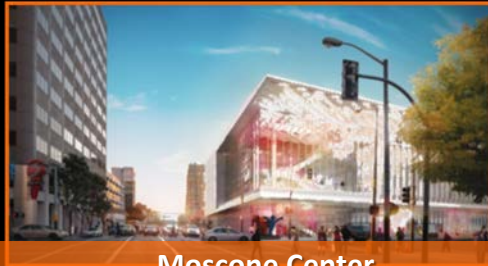
- ✓
- ✓ Accommodates 18,000 - 20,000 Attendees
- ✓ Incorporates connectivity between the North and South concourses

Provides:

- Flexible space for additional capacity



Competitive Landscape



Moscone Center

700,000+ Sq. Ft. of Exhibit Space



Las Vegas Convention Center

2.5 Million Sq. Ft. of Exhibit Space



McCormick Place

2.6 Million Sq. Ft. of Exhibit Space



Los Angeles Convention Center

720,000+ Sq. Ft. of Exhibit Space



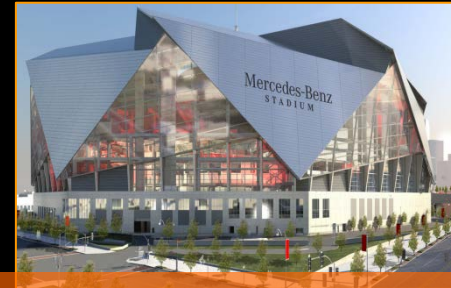
Anaheim Convention Center

813,607 Sq. Ft. of Exhibit Space



Henry B. Gonzalez Convention Center

514,000 Sq. Ft. of Exhibit Space



Georgia World Congress Center

1.5 Million Sq. Ft. of Exhibit Space



Miami Beach Convention Center

500,000 Sq. Ft. of Exhibit space



INTERNATIONAL DRIVE RESORT AREA

CHAMBER OF COMMERCE

I-Drive Mass Transportation Connection





Passenger Rail Expansion





TRENDING NEWS

SunRail Board Approves \$6M Study For Brightline-Linked Sunshine Corridor



By Florida Daily
Published 1 day ago



Conceptual Rendering of OCCC Station

OCCC Station





- Chris Mueller – Hilton Orlando
- John McReynolds-Universal Orlando
- Mark Reicher- RIDA Development
- Brian Comes – Hyatt Regency
- John Stine – CF Hospitality Advisers
- Melanie Becker- Universal Orlando
- Phil Caronia – Rosen Centre
- David Vallillo- Peak Star Consulting
- Sarah Nemes - SeaWorld



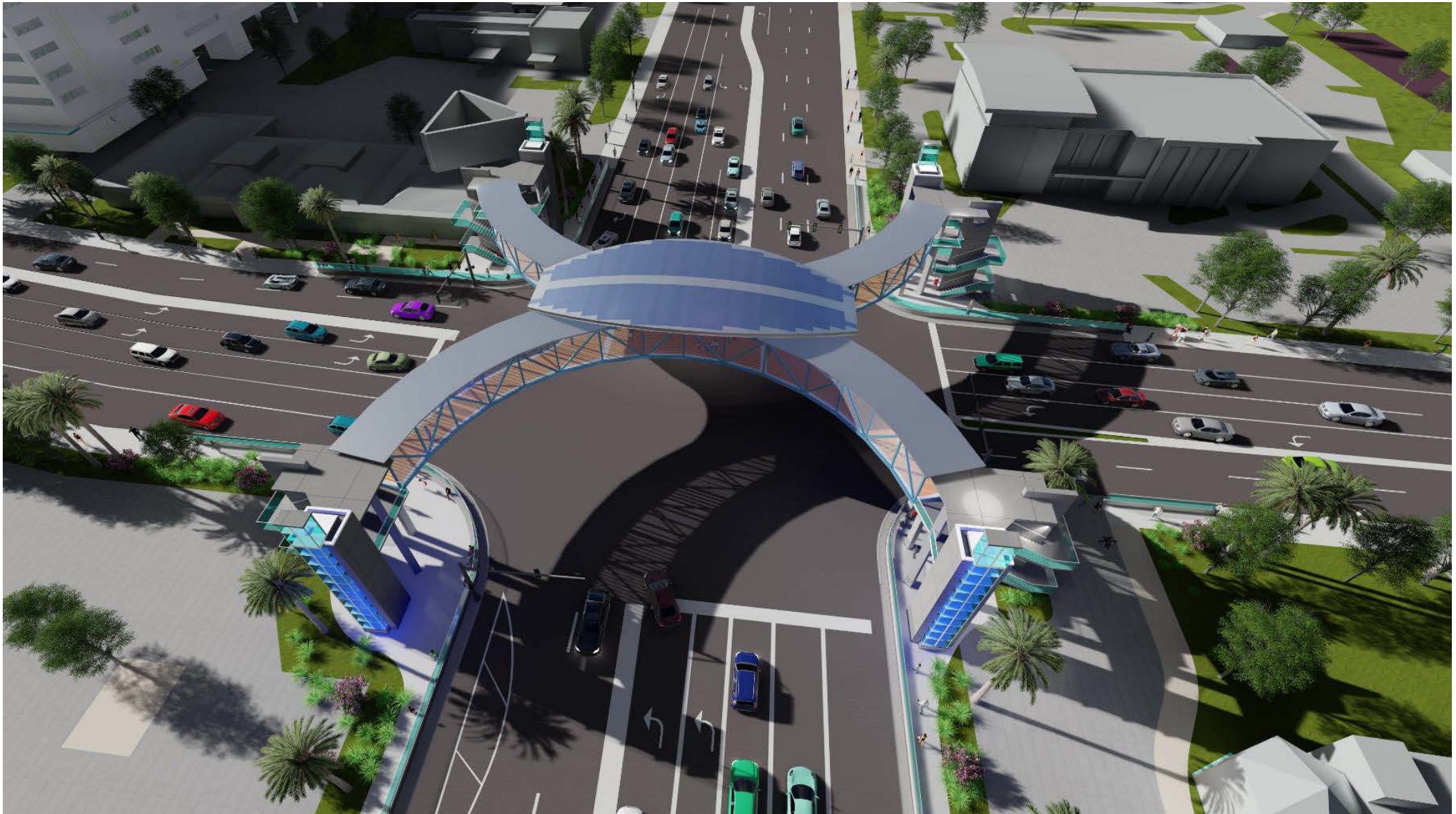
- Maria Triscari
- I-Drive Chamber of Commerce





C H A M B E R O F C O M M E R C E

Pedestrian Safety Transportation and Mobility



ORANGE COUNTY FLORIDA

HHCP & AVCON
A JOINT VENTURE



West on Sand Lake Rd
ORANGE COUNTY FLORIDA

HHCP&AVCON
A JOINT VENTURE



North on International Drive
ORANGE COUNTY FLORIDA

HHCP&AVCON
A JOINT VENTURE



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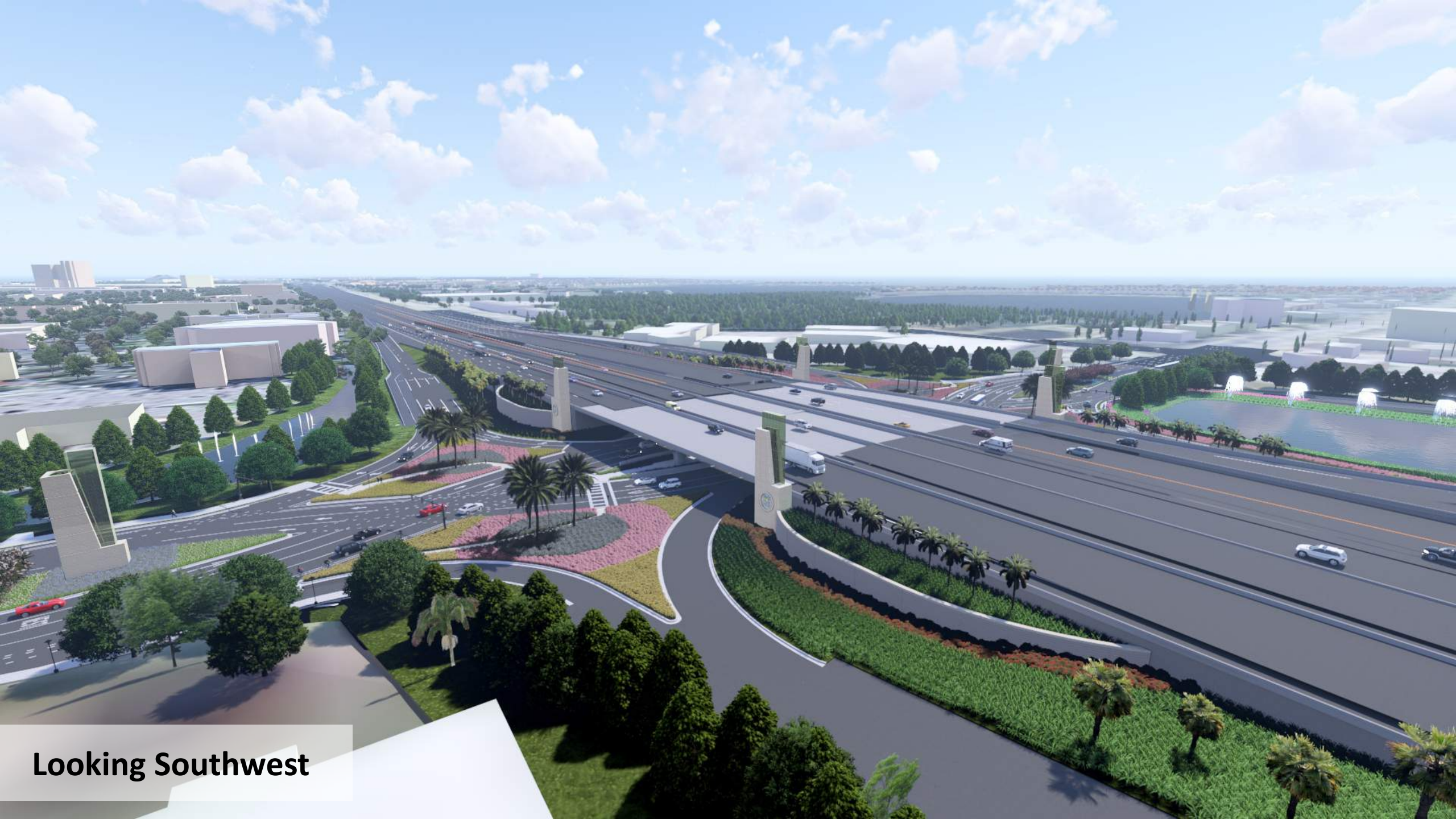




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THE ULTIMATE**
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Looking Southeast



Looking Southwest



Looking Southwest



International Drive Resort Area Chamber of Commerce – I-4 and Sand Lake Road Interchange Oversight Committee

Weekly Meetings Archive

The International Drive Resort Area Chamber of Commerce and Interstate 4 (I-4)/Sand Lake Road Interchange Oversight Committee meet on a weekly basis to discuss construction updates on the Sand Lake Road (State Road (S.R.) 482) and I-4 Interchange project.

The purpose of this page is to host the materials from those meetings.

For more information on the construction project, visit I4Beyond.com/SandLake.

To contact us or report any construction concerns please call our hotline at 321-988-9375 or visit I4Beyond.com/contact.

www.I4beyond/Sandlake.com

SeaWorld Hotel Announcement

- **Project Canopy**
- A 250-room hotel near Discovery Cove with a spa, restaurant, bar, fitness center, shopping, and meeting space

- **Project Starboard**
- A 504-room hotel on International Drive with a rooftop terrace, restaurants, meeting space, and an elevated walkway to the park





BENCHMARK RESORTS & HOTELS

The 208-room InterContinental Bellevue at The Avenue in Puget Sound, Washington, opened July 19.

INTERCONTINENTAL HOTEL HEADED TO I-DRIVE

This is the company's second foray into Florida.

A deal has been made to bring an exclusive hotel brand to Orlando, though the site has not been made public, confirmed President and CEO Maria Triscari of International Drive Resort Area Chamber of Commerce.

InterContinental Hotels & Resorts, part of the Luxury & Lifestyle Collection portfolio of Denham, United Kingdom-based IHG Hotels & Resorts, will open a location on International Drive, its second foray into Florida. The hotel brand opened in Miami 42 years ago.

News Bureau Manager Pearl Madu of IHG Hotels & Resorts declined to provide more details.

"This is an exciting time for the I-Drive corridor, with over \$5 billion in new development," said Triscari. "As the InterCon-

tinental Resort joins our other world-class destination resorts, attractions and fine hotels, Orlando solidifies and strengthens its position as the U.S.'s premier travel destination."

Triscari believes the arrival of the InterContinental is well suited to the timing of Phase 1 of the Orange County Convention Center's master plan. "I think it's great ... because we have the convention market, and that market is very different from the leisure markets. Their price points and discretionary income are much different. That type of hotel is going to lean toward opportunities for conventioners and other higher-end visitors."

The "terrific growth in independent luxury and mixed-use developments" is due to the financial challenges of building mid-market hotels, said Paul Sexton, managing director of hospitality real estate advisory firm HREC Orlando.



"This is an exciting time for the I-Drive corridor, with over \$5 billion in new development."

MARIA TRISCARI,
CEO, International Drive Resort Area Chamber of Commerce

"Early in Central Florida's development, the only truly upscale hotels were those developed on Disney property in the '70s and '80s, then by Universal in the late '90s and early 2000," he said. "Since then, we have seen a broadening of the upscale market to include the Ritz-Carlton and JW Marriott, the Four Seasons and Waldorf Astoria, among others."

Sexton said the hotel rate structure in the middle market — which is lower than in typical suburban markets across the country — makes it financially challenging to build a select service hotel such as a Hampton Inn or Courtyard by Marriott here.

Further, luxury and mixed-use developments allow for more rate flexibility, hence the growth in those categories, he said, citing the forthcoming W Hotel Orlando as an example.

More: <https://bitz.us/tqisgx>

Icon Park developers plans \$1B investment in Orlando entertainment corridor



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Cars drive northbound on International Drive in Orlando. Flag Luxury Group has nearly \$1 billion worth of projects in development for this entertainment corridor.

RYAN LYNCH/OBJ



Blue Man Group Managing Director Jack Kanan, center, flanked by Orange County Mayor Jerry Demings, right, and Icon Park CEO Chris Justicewicz, celebrates the groundbreaking for the ensemble's 500-seat theater between the base of Orlando Eye and Universal Boulevard. **LEIGH POPE/ORLANDO SENTINEL**

Blue Man Group making plans for new show, theater

Beloved entertainment group breaks ground on Icon Park location

By Derwayne Bevil
Orlando Sentinel

Blue Man Group's ceremonial groundbreaking for its Icon Park theater Thursday morning included an artsy moment

with colorful paints, leaf blowers, three blue guys and an assist from Orange County Mayor Jerry Demings.

There are no visible signs of construction for the project, which was announced in June. But the goal remains for performances in a 500-seat theater by the end of 2024, said Jack Kanan, Blue Man Group managing director.

"There's a lot of fingers and toes crossed. We're just waiting in the permitting process. It's been a little bit of a process with some of the changes," Kanan said.

"We're able to design it from ground up. I mean, what the site company gets to do that?" he said. "We usually take over these small areas and make the best of it. But here, we're able to really think about it and put our design into it."

The theater will go up in the gray area on the Universal Boulevard side of the Icon Park property, near the base of the Orlando Eye, the 400-foot observation wheel. If looking toward the Eye from the Universal Boulevard vantage point, the stage will be on the left end of the plot, with the audience entrance on the

Turn to Page 2



Arte Museum to bring immersive digital art experience to Orlando's Icon Park in 2027





108 of 320 in All photos





GROUND BREAKING
SPADE DE
SEPT 17 2020

Residential Development



CATCHLIGHT
CROSSINGS





FACULTY / STAFF OFFICE SPACE – REIMAGINED (LAYERED CONCEPT)



Handwritten notes on a whiteboard:

- thrive
- KEEP US AWESOME!
- MEET YOU WHERE YOU ARE
- I SEE YOU
- FUN THING & NOT A PROBLEM
- SUPPORT EACH OTHER
- CAN I HELP YOU MAKE YOUR MARK MORE DISTINCTIVE?
- SO RYAN... IS HE AWESOME?
- PUT SOME SAUCE ON THAT!
- OUR VALUE
- HELP US HAVE BRAVE CONVERSATION AND HELP OUR FUTURE THRIVE
- COMBOS OF LITMPS TEST FOR DECISIONS
- authentic
- ENTER PEACE DRINK IN VALUES!
- DRINKING!!!
- VALUED
- NOMINATE TEAM MEMBERS FOR VALUES
- MONDAY MEETING
- STORY
- CHECK-IN!
- ARE YOU HAVING FUN HERE?
- HOLD UP 4/4 MIRROR
- ARE YOU A TEAM PLAYER?
- IRRITATED
- VALUE YOUR FEELINGS
- AM I PETTY?
- CULTURE | PERSONALITY
- LESSON: TRUST YOUR FEELINGS & BE HONEST
- ENTER WITH A QUARTERLY DRAWING
- SHOUT OUTS!
- OBST!
- WANT TO BE A TOP PERFORMER?
- ARE YOU A TEAM MEMBER. CAN I SUPPORT YOU? ALSO AWESOME AND HONEST!

FACULTY / STAFF OFFICE SPACE - REIMAGINED



LIBRARY - REIMAGINED



PROPOSED COMMUNITY ROOM

