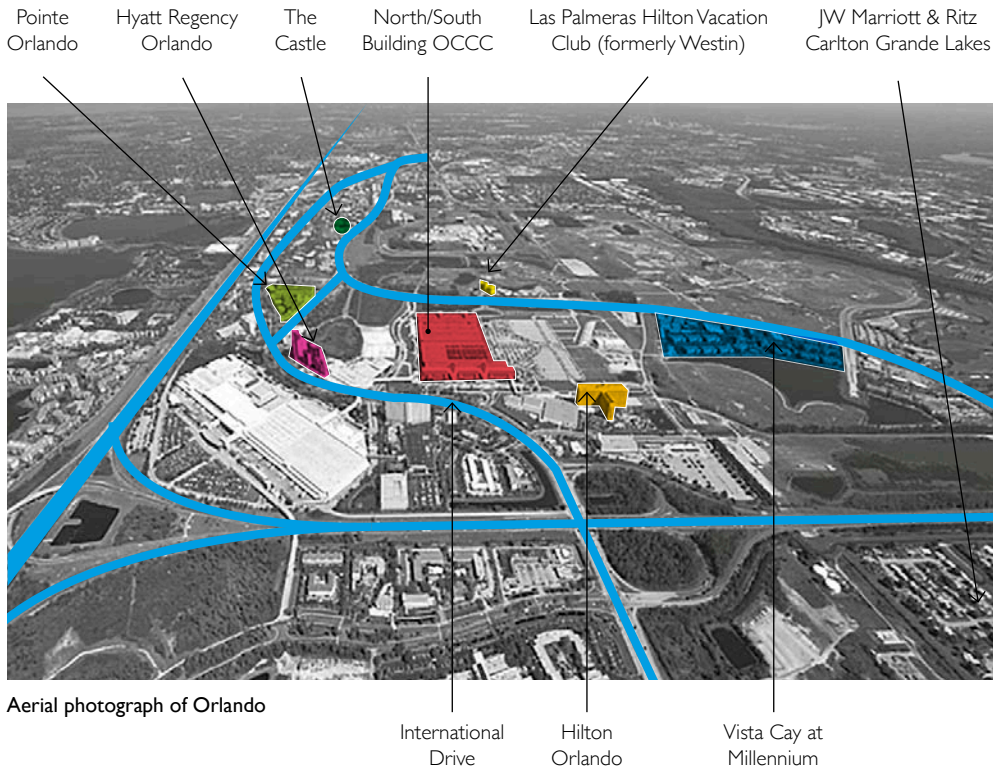




INTA 2016 Orlando



‘You have been a wonderful partner with INTA all of these years’

Tricia Simpson (commenting on Target Travel)
CMP, Manager, Meetings, Conventions & Events Strategy, INTA, New York.

Which hotel is best for me...?

Host/HQ Hotel
Nearest to the conference venue
Luxurious
Most stylish
Smaller / less busy
Club/Concierge levels
Budget
Non-INTA

Hyatt Regency
Hyatt Regency, Hilton Orlando and Las Palmeras
JW Marriott & Ritz Carlton
The Castle
The Castle & Las Palmeras
The Hyatt Regency
Vista Cay and Four Points Studio City
Las Palmeras, JW Marriott, Ritz Carlton, Vista Cay, Wyndham Resort and Four Points Studio City

International Trademark Association's 138th Annual Meeting, Orlando, Florida, May 2016

Location	Orange County Convention Centre (OCCC), Orlando, Florida, USA
Dates	21-25 May 2016
Convention Hotels	There are around 20 official hotels. We have inspected them and selected 4 which we feel are the nicest, most convenient and will appeal to different tastes. We have an allocation of rooms at each, including the headquarters hotel. In addition we have a small number of non-INTA rooms.
Our Contact Details	Telephone +44 (0)20 7405 0100 Email info@target-travel.co.uk Website www.target-travel.co.uk
Please Note	Annual Meeting registration will launch on 20 th January 2016. However please feel free to register an interest with us prior to this, or call to discuss the suitability of the various hotels.

Conference Location

As many of you will be aware, Orlando covers a huge area, so here is brief description to help orientate yourself to the conference location. The main freeway (I-4) comes south through Downtown Orlando and then passes Universal/ SeaWorld towards the vast Disney World complex before heading west to the Gulf Coast. Roughly half way between Universal and Disney it is intersected by the express way coming from the airport in the east. The massive Orange County Convention Centre (OCCC) is cradled within the north side of this big junction. There are two buildings, with the main West Building fronting the freeway, but there is a second North/ South Building behind this, which will be the venue for INTA. Around these buildings are five huge conference hotels and a number of other pretty basic hotels. From The OCCC running north and parallel with I-4, is the famous International Drive. Along the remainder of the tree lined and wide International Drive, are many simple hotels and lots of places to eat, as well as the recently opened Orlando Eye (big wheel), these are served by the I-ride trolley (bus). Towards the top end, about 10 mins drive if the traffic is clear; you are almost at Universal and a little further to the north east are a number of large fashion and outlet malls. This area does not have the same feel as other INTA cities, you feel that you are in an isolated enclave focused, on the OCCC with just hotels and restaurants around, with few shops and no local residents

Half term Week

Note- the planets are aligned, with both half term and the theme parks! As you will see, the Annual Meeting is a couple of weeks later than normal. For those staying for the closing ceremony they will be leaving on Thursday 26 May, almost all UK schools will break up the following day Friday 27 May, with the half term from Monday 30 May until Fri 03 June 2016. This could be a golden opportunity to bring out the kids?

Pointe Orlando

This is a concentrated enclave of restaurants, some bars, a cinema and a few shops. It will be the conferences' social focal point. Pointe Orlando is located at the bottom of International Drive and quite close to the OCCC. From the North/South Building you can walk in air conditioned comfort across the bridge and through the Hyatt Hotel, then The Pointe is five minute's walk north from the hotel. Walking outside from the North/ South Building would take just about 20 mins. If you find the heat and humidity too much, then you can hop on the I-trolley tourist bus, it is only one stop.

Restaurants, cocktail receptions and events

We have visited a large number of venues suitable for a cocktail reception or a dinner event, with lots of different styles. Please call to discuss, or we can send you our info sheet, which also includes restaurant recommendations.

Where to Stay?

Hilton Orlando

The hotel is approx 5 mins walk from OCCC and linked to the North/South Building by bridge. This is a huge conference hotel of 1500 rooms, but is also suitable for families due to its large salt water pool complex with a lazy river; a separate adult pool, fire pits for the evening and a 9 hole putting course. There is a big marble lobby with lots of seating making it a good meeting point. As with most of the hotels in this area, the decor and style is surprisingly drab and not in the same league as the contemporary hotels at previous INTA cities. The guest rooms are a bit larger than normal and come with a large safe, a fridge but no mini bar; free wifi. This is a convenient hotel for the conference
www.thehiltonorlando.com

Las Palmeras, a Hilton Grand Vacation Club (formerly Westin Universal Boulevard)

Located at the top end of the North/ South Building, just across the road and in a very plush green area overlooking a lake. This is a medium sized hotel of 315 suites, which seems quite small and relaxed but with heaps more style than the two hotels at the other end of the North/ South Building. It is a USD \$5 taxi ride to Pointe Orlando, probably a bit too far to walk in the heat and humidity. This is presently a medium sized and stylish Westin Hotel, but from 01 Jan 16 this will become a Hilton Vacation Club, a sub-brand of mainly time share style properties aimed at holiday makers. The hotel has suggested that the rental bikes and the very nice Italian restaurant will be retained by Hilton. Guest rooms are large and in other hotels could be called a junior suite, in most cases with twin balconies, a safe, a kitchenette with a large fridge and sink. Wifi is included in our rates. There is a pool deck and a nice lobby bar. Despite the question mark over the new owner's changes, it's a smashing hotel, smaller and more stylish than the other two and yet just as convenient. A non-INTA option, so its name will not appear against your online delegate listing.

Hyatt Regency Orlando

Formerly the Peabody Hotel, it is also located close to the bottom of the OCCC's North/South Building and is a 5-10 minute walk via an air conditioned bridge. This is also the nearest hotel we are featuring to The Pointe Orlando dining complex, about 5 mins walk away. The Hyatt is another huge conference hotel with 1640 rooms. There is a double pool complex, with nice sun terraces and alcoves, plus a high end spa with its own exclusive and relaxing pool area. We have a small number of Club Level rooms, giving access to the Regency Club lounge. The lounge is large and pleasant with impressive views and plenty of tables, chairs and sofas, complimentary continental breakfast is served here too. I think the lounge will be especially useful given the unusual layout of the conference this year. The guest rooms have I-docks, a fridge but no mini bar; big safes, with large picture windows, big bathrooms with a TV in the mirror; wifi is free. Once again the decor in both the guest and public areas is unexceptional, although I felt this was a higher quality than its neighbour the Hilton. Once again another convenient hotel for the conference.
www.orlando.regency.hyatt.com

The Castle

Is a member of Marriott's Autograph Collection of boutique hotels and is located off International Drive, about a mile north of the OCCC, connected to it via the I-trolley and INTA Shuttle. The immediate area has some shops but also a large selection of places to eat. Be brave, as the exterior can be off putting, a crazy combination of themes, both a castle and nightclub! The lobby when you first step in can also feel rather wild/ weird, but as I walked around I was pleasantly surprised and came to like it. This feels intimate and knocks the others for six with its style. The Castle is a small luxurious 4/5 diamond hotel of 214 rooms, this is very rock-n-roll and not suitable for children. There is a small pleasant pool with a nice pool bar; the lobby and lounge bar is usually a vibrant place in the evening. On Sundays only, non-residents can pay to use the pool and DJs play music from 1200-1800 hrs. The decor in the guest rooms is toned down compared to the public areas, they have safes, wifi usually USD\$8/day, but with INTA it may be free? The hotel boasts a high quality spa. If you liked last year's Hard Rock or appreciate Starwood's W chain, then this may appeal?
www.castlehotelorlando.com

Vista Cay Resorts by Millennium

On a lake side location only two miles from the OCCC. A 20 min walk (although be aware of the humidity), or 3 mins drive (taxi costs USD\$6-8). This is a time share complex of very high quality self catering apartments and town houses. The complex has a club house with a bar and pool, but no restaurant or coffee shop. I was very impressed with these high quality apartments, all of which have a large lounge, a full kitchen, washer & dryer as well as a balcony. We have on allocation:

- a) 2 bedroomed deluxe condos with 2 bathrooms, 1x king bed and 2x twin beds, max 4 people.
- b) 3 bedroomed Premium lake view condos with 2 bathrooms, a separate dining room, 1x king, 1x queen and 2x twin beds, max 6 people

The rates are very low compared to hotel rooms, averaging \$65-80/person/night + tax, also with free wifi, your own parking place and US phone calls.

DoorStopDelivery.com can deliver breakfast essentials or any groceries to coincide with your arrival. Vista Cay is a rather unusual option, but considering many of our clients are attending receptions most days, for many the lack of a restaurant for evening dining would not be an issue. The bonus is that this would be a proper home from home with a large lounge and cheaper than a hotel. A non-INTA option, so its name will not appear against your online delegate listing.
www.vistacayholidays.com

JW Marriott and Ritz Carlton Orlando at Grande Lakes

Twin luxury hotels on a beautiful lakeside setting, about 20 mins drive south from the OCCC. The Ritz Carlton is typical of this luxury chain, but I found the JW Marriott to have more character and would probably make a more relaxed base, it also has a luxury spa and a smashing pool complex with a lazy river. The JW Marriott has 998 rooms and the Ritz Carlton 582 rooms. We have rooms booked at both hotels, the rates include an in-resort credit of USD\$25/night which can be used for food, drink or any other purchases in the hotels. Please note there are some great room rates at the JW Marriott. Both are top quality and relaxing alternatives to the mediocre options adjacent to the OCCC. These are none INTA options, so their names will not appear against your online delegate listing.
www.grandelakes.com

For those bringing the kids, see the 'Do you have a few days spare?' section towards the back of the brochure for a couple of more family appropriate options.

Rates

Hilton Orlando

Single/double USD\$298

Las Palmeras, a Hilton Grand Vacation Club

Single/double USD\$279

Hyatt Regency Orlando

Regular room, single/double USD\$287
Club level, B&B USD\$355-394 (predicted)

The Castle

Single/double USD\$198

Vista Cay Resort at Millennium

2 bedroom Premium condo-USD\$156
3 bedroomed Premium Lakeview Condo - USD\$196

Ritz Carlton Orlando Grande Lakes

Average USD\$334

JW Marriott Grande Lakes

4 nights average USD\$274
5 nights average USD\$217
6 nights average USD\$221

The rates are per room or condo per night, on a room only basis, plus local tax, presently 12.5%

You must register online as a delegate, we need your registration ID code to be able to fully confirm your booking if you are staying at an official INTA hotel.

There is a minimum stay requirement of 4 nights

Our standard booking fee will apply £55/room/stay, discounted to £25 when you have booked flights with us.

We also have non-INTA rooms at the Wyndham Resort and Four Points Studio City, contact us for more details

Getting to Orlando

Orlando International Airport is a 20 mins drive and 13 miles from the OCCC. To the north there is also Orlando Sanford International Airport but that is used mainly by charter flights. From Gatwick British Airways (BA) and Virgin Atlantic (VS) operate daily and Norwegian (DY) twice a week.

Gatwick to Orlando

Flight no	dep	arr	duration
VS 027	1115 hrs	1525 hrs	9:10
BA 2037	1125 hrs	1535 hrs	9:10
VS 015	1300 hrs	1710 hrs	9:10
BA 2039	1355 hrs	1805 hrs	9:10
DY 7057	1550 hrs	2000 hrs	9:10 Tue/Sat only

Orlando to Gatwick

Flight no	dep	arr	duration
BA 2036	1735 hrs	0655+1hrs	8:20
VS 028	1815 hrs	0725+1hrs	8:10 not Thu
VS 016	1935 hrs	0845+1hrs	8:10
BA 2038	2005 hrs	0925+1hrs	8:20
DY 7058	2135 hrs	1050+1hrs	8:15 Tue/Sat only

Air Fares

Club/Upper Class

BA from £2904

Virgin from £2478 rtn inc taxes/fees

Half and half

Outbound Premium Economy,
but back Club/Upper with a bed

BA from £2054

Virgin from £1793 rtn inc taxes/fees

Premium Economy Class

BA from £1094

Virgin from £991 rtn inc taxes/fees

Regular Economy Class

BA from £644

Virgin from £753

Norwegian from £628 rtn inc taxes/fees

Bringing the kids?

These are arguably the top two resorts in Orlando for families, the former ideal for Disney and the latter for Universal.

Hilton Orlando Bonnet Creek

A top quality family resort hotel located near Lake Buena Vista and within the vast Disney World. It is has an isolated and pleasant lakeside setting, twinned with Waldorf Astoria next door; which it shares its extensive spa complex, there is not much else nearby but trees. This is pretty much the best compromise of quality resort and convenience. It is modern and slick with a great pool for when you return from the theme parks. They offer complimentary shuttles to the Disney theme parks and Downtown Disney, their shopping and dining area.

www.hiltonbonnetcreek.com

Cabana Bay Resort at Universal

Arguably the twin Universal theme parks are just as attractive to kids as the Disney parks, especially given the now extended Harry Potter experience. The Cabana Bay is a brand new large resort hotel in a fun 1950's Jetsons style and completely orientated to families. There are two huge pool complexes, where once a week you can watch a film under the stars at the hotel's pool side dive-in movie. The guest rooms are mini suites, with twin double beds and a small partitioned off lounge with sofas that can convert into beds as well as a small kitchenette. Complimentary shuttles are available, but you can also walk 15-20 mins to the theme parks and Universal Citywalk, their shopping and dining area.

www.universalorlando.com/Hotels/Cabana-Bay-Beach-Resort.aspx

Do you have a few days spare?

Loews Portofino Bay Hotel at Universal, Orlando

Located at Universal and within walking distance of Universal's Citywalk and two theme parks, but there are also complimentary boats too. This is a very unusual top luxury hotel, designed to mimic the chic Italian fishing village of Portofino. There is a nice atmosphere in the piazza in the evenings, with restaurants and cafés that border this and spill out on to the cobbles, there is also an opera event every evening. They have a top quality spa and to the rear of the hotel are three landscaped pools, where once a week you can watch a film under the stars at the hotel's pool side dive-in movie.

www.loewshotels.com/portofino-bay-hotel/default

Country Inn, Cumberland Island

This country inn was originally built in 1900 as a wedding present to their daughter by the brother of the steel magnate Andrew Carnegie, of Carnegie Hall fame. It is now a delightful and relaxing country inn oozing character and run by her great grandchildren. This is located on Cumberland Island on the Georgia/Florida border; 3 hours from Orlando. Reached by their elegant motor launch from Amelia Island. It is a nature reserve, 17 miles long but only 2 miles at its widest. The country house is set under the trees that are decked in the drooping Spanish Moss. The island's white tracks are of crushed coral and shells, where you can cycle using their fleet of immaculate bicycles. Once at the beach then they can be swapped for more suitable bikes for exploration along the hard packed bright white sand, looking for the wild horses. The inn is run like a English country house party, with lounges open for all to use, communal dining in the evenings and picnics in the day. Some rooms have shared bathrooms, so book early if you want an en suite room.

Sanibel Island



Captiva and Sanibel Islands on Florida's Gulf coast

Located off Fort Myers are found the beautiful Captiva and Sanibel Islands, curving out into the Gulf of Mexico. World renown for their spectacular shells, the bright white sand beaches gently shelf into the warm sea. The towns are small and charming. Sea kayaks will often bring you among the sea manatees grazing around you. Fishing is also very popular. There are a few resorts with lots of character; a great spot for a few days R&R. From Orlando it's just under 4 hour's drive, the same onward to Miami for your flight home, but perhaps with a stop for a dramatic airboat ride through the Everglades?

Mayan Riviera

A two hour non-stop flight from Orlando will bring you to Mexico. The Mayan Riviera and Playa Del Carmen is 45 mins drive south, but a million miles away in style from Cancun. We have had many of our clients return from here very happy. It is a nice combination of fine relaxing beaches, but with the option lots of some interesting things to see and do, plus the added convenience of non-stop flights back to the UK with BA & Virgin. Apart from the warm Caribbean sea to bathe in, there are excursions to spectacular coral reefs for diving & snorkelling. There are a number of historical Mayan ruins; swim-in caves and cenotes to explore, plus some eco-theme parks. Quinto Avenida is a delightful two mile long pedestrian street in Playa Del Carmen, the perfect place for an evening stroll, both safe and vibrant. One end has some stylish boutiques, then further along are mixed together more touristy shops; silver jewellers; bars; cafes and restaurants with strolling Mexican musicians adding to the carnival atmosphere. We can tempt you with a good selection of different styles of beachside accommodation.

Mayan Temples, Tulum



To Book or Register an Interest

Register an interest as soon as you receive this, please feel free to advise us which hotel you are interested in.

Provisional bookings

If you are unsure, then in most cases we can hold the room provisionally for a week or so, dependent on the number left.

Payment and Cancellation

A deposit is required to book and an invoice for the balance will be sent late February. The deposit is non-refundable and the balance non-refundable after 20 April 2015.

Conference Registration

It will be necessary for you to register online direct with INTA. Please keep a note of your registration ID code, as we will need this to fully confirm the INTA booking.

Insurance

It is advisable to take out adequate medical insurance prior to travel, our web site has details of an insurer with a 10% discount, see the Useful Links section.

Flights

To offer our clients a broad and unbiased view on the city and what hotel might be the most suitable, we visit the venue a year in advance and block out rooms to ensure a good choice. Due to the expense of this service, it is not commercially viable to just sell accommodation and we therefore ask that you please book the flights through us. Our considerable experience will cut to the chase, as we are able to give you a good overview on all your flight options. If you have booked accommodation directly with INTA then we are happy to advise you of flight availability and prices.

ABTA

Target Travel is a bonded member of the Association of British Travel Agents.

Business / Professional Travel

We also publish bi-annual information sheets on travel to the three EPO's as well as other IP Conferences such as AIPPI, BIO, APAA, ECTA & FICPI. For full details see our web site.

Personal / Leisure Travel

We specialise in bespoke travel for business or pleasure. Our website contains many examples and suggestions.

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