



George Aguel
President and CEO
Visit Orlando

George Aguel has more than 35 years of executive-level experience in marketing, sales, and operations. In his current position at Visit Orlando, Mr. Aguel has helped solidify Orlando's position as the most visited destination in the nation; reaching a first ever historic level of 66 million visitors last year. He also led the organizations most significant creative effort in launching a worldwide consumer campaign series entitled "Orlando - the Never Ending Story" with wide-reaching success and recognition.

Prior to Visit Orlando, Mr. Aguel served as senior vice president of global corporate alliances and operating participants at The Walt Disney Company, where he led global management for the company's strategic corporate partnership agreements. During his 23 year career at Disney, he also served as senior vice president of Worldwide Sales and Services for Walt Disney Parks and Resorts and head of the company's timeshare division. Prior to Disney, he was Chief Sales and Marketing Officer for Gaylord Entertainment's Opryland Complex in Nashville, TN.

Throughout his career, Mr. Aguel has served in a number of leadership roles in travel and tourism and been recognized on a number of occasions for his contributions to the industry; most recently as the recipient of HSMIA's Albert E. Koehl Award for Lifetime Achievement. Mr. Aguel also contributed his leadership experiences in the community as a member of the Board and Chairman of Visit Orlando, as well as serving on the Orange County Tourist Development Council prior to his current role.