

**Premiere Orlando 2009 – Resilient Despite Weakened Economy**

**Orlando, FL, Orlando/Orange County Convention Center** – As tourism boards, hoteliers, and conventioners see dramatic declines in occupancy and attendance in 2009 – *with some events reporting alarming drops approaching 20%* - the Premiere Orlando International Beauty Event bucks the trend and holds strong with over 46,000 attendees. Again topping attendance records year over year with an increased turnout, the Premiere Orlando International Beauty Event, held June 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> was a tremendous multinational success. All fifty states and fourteen countries were represented, as salon professionals turned out for the opportunity to learn first-hand the methods, tips, tricks and secrets of true industry artists and masters of their craft.

For the nineteenth year in a row, classrooms were at capacity as students, novices and even the most seasoned veterans received the tools, training and quality education required to grow and succeed in this fast-paced, cutting-edge industry. As education drives Premiere, the International Beauty Event continues to excel – unrivaled in scope, content or substance and simply unmatched in size industry wide. With over 2,400 booths, 752 manufacturers and more than a quarter million square feet of exhibit space, there was something for everyone.

**Save the Date:** Mark your calendars for Premiere Orlando 2010 – save the date for June 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup>. For more information, visit the Premiere Orlando website at [www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz) or call 800.335.7469.