

# Orlando/Orange County CVB

## Summary of 2008 Accomplishments

In these tough economic times, Orlando weathered the changing global climate better than most destinations. From January to June Orlando outpaced many of its top competitors in terms of domestic, international and business overnight leisure visitors. Unfortunately, the economy began to have a negative affect on travel and the second half of 2008 Orlando reflected the change in consumer confidence and discretionary spending.

This report provides a recap of the programs and outcomes from the Orlando/Orange County CVBs marketing, sales and branding programs for 2008. Please refer to the quarterly reports for more detailed analysis of programs during the year.

### Awards

The Orlando/Orange County CVB marketing teams and public relations teams were recognized by our industry and its associations for their creativity, preparedness and initiative.

The PR and Marketing teams recently won two **GOLD** 2008 Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards for the article that appeared in *Time Magazine's* September edition "Orlando for Adults" and the Mom and Dad Television spots (entitled Time Machine) that were launched as part of the two-year national marketing campaign.

In addition, the CVB was honored with a Silver Adrian Award for the Fox Business News segment featuring CVB President & CEO Gary Sain. Bronze Adrian Awards were received by the Meetings and Convention Marketing teams "Different Faces" Web banner and the 2007 "Endless Summer" promotion.

The PR team was awarded a Gold Aaron D. Cushman Award/SATW Public Relations Award for best crisis communications plan at the Society of American Travel Writers awards banquet. The marketing team also took home a Bronze award for the 2007 "Endless Summer" promotion.

The Marketing team received two Visit Florida Flagler awards in 2008 and the Orlando/Orange County CVB received the Beacon Award for Diversity (medium size business).

### Branding

In 2008, the Orlando/Orange County CVB finished a branding study. Through this process “**Where Relationships Thrive**” was selected as the brand platform for Orlando’s marketing, sales and branding efforts. “Where Relationships Thrive” means there’s no place on earth like Orlando for nurturing relationships and fostering connections, between family members, friends, business associates and kindred spirits, to arts, sports, culture, achievement and fun.

It is the belief that in Orlando you can bring a family together to reconnect, take a business relationship to a new level, or create a dynamic and memorable meeting or convention. All marketing programs were tested against this brand platform. This platform has now been used to develop two new campaign tag lines, one for leisure (Orlando Makes Me Smile) and one for meetings (Where Creative Minds Meet).

### **Where Creative Minds Meet**

*Where Creative Minds Meet*, a new meetings-focused branding campaign, launched in March, is a \$3.5 million effort that taps into creativity as a way to set the destination apart from competitors like Chicago and Las Vegas.

The campaign makes its case to meeting planners by positioning the destination’s new and existing infrastructure, sophisticated dining and shopping options, as well as its uniquely creative atmosphere influenced by the magical theme parks and attractions. An extensive series of co-op advertising inserts running in leading business and trade publications, direct mail, increased tradeshow presence, industry partnerships and sponsorships supported the campaign.

### **Orlando Makes Me Smile**

*Orlando Makes Me Smile* is a new retail advertising and marketing campaign for 2009 and is aimed at Orlando’s memorable experiences that make people smile. The Orlando Makes Me Smile campaign is an integrated print and online campaign that reminds people why Orlando and its many attractions is a trip of a lifetime.

The campaigns primary audience is females age 25-54 with children residing East of the Mississippi with a household income of \$75,000 or more. The secondary audience is couples and friends, and adults without children that desire short trips, shopping, girl friends getaway and golfing trips.

## **DOMESTIC**

The Orlando/Orange County CVB marketing efforts focused on getting the targeted audience to “Say YES to Orlando” in 2008. The marketing and advertising campaign was the final push as part of the second year of sixth cent funding agreement between Orange County and the Orlando/Orange County CVB.

In addition, the third year of the Endless Summer, the Orlando/Orange County CVB's fall marketing campaign, continued to encourage consumers to visit Orlando during what is a historically slow period of the year.

These fully integrated marketing plans focused on raising the level of the Orlando brand nationally and integrated cooperative campaigns as well as strategic partnerships.

### **Say YES to Orlando**

The destination encouraged parents to *Say YES to Orlando*<sup>SM</sup> during the 2008 portion of the two-year domestic advertising campaign. National television spots, targeting women ages 25 to 54, aired January through May. The marketing effort also included direct support from print advertising, direct mail, publicity, partnerships, promotions and online initiatives.

More than 4,440 "Mom" and "Dad" Orlando television spots ran by the completion of the two-year destination advertising effort in May 2008. Total recognition of the campaign for the target audience across all media – broadcast and print – increased to 75 percent. The intent to visit Orlando within the next 12 months increased by seven percentage points to 33 percent from the onset of the advertising in January 2007 through the final flight.

The return on investment (ROI) for the first year of the campaign was 78-to-1, with visitors spending an incremental \$2 billion during this period. That means for every dollar of Tourist Development Tax spent by the Orlando/Orange County CVB for the advertising, the region received an estimated return of \$78 in visitor spending.

The Orlando/Orange County CVB's 2008 cable advertising buys added incremental value – original programming based on these media deals was negotiated with three cable networks to showcase the destination. As part of the agreements, production crews were in Orlando during early 2008 shooting segments for *Cinematherapy* (WE), *Great Family Getaways* (Fine Living) and *Samantha Brown's Passport to Great Weekends* (Travel Channel). The first two shows aired in March while *Passport to Great Weekends* ran in July. Subsequently, the shows have re-aired throughout year.

Value was certainly on the minds of travelers throughout 2008. And the Orlando/Orange County CVB responded by directly reaching the targeted audience about the affordability of an Orlando vacation. Powered almost exclusively by publicity and media relations efforts, the messaging touted the destination's value through special cost-saving tips and offers designed to encourage spring and summer travel. Spokeswoman Emily Kaufman, better known as *The Travel Mom*, was also utilized for television interviews and online podcasts about how to enjoy Orlando on a budget. The overall effort, which also included *Say YES to Orlando* messaging, generated an \$18 million advertising equivalency with key media placements in *Time* magazine and the *Wall Street Journal*.

## Strategic Partnerships

Partnering with national domestic brands is a cost-efficient channel to reach domestic consumers, especially families. Promotions included partnerships with the media and well-known consumer brands.

- Atlanta Braves™ – in-stadium Orlando signage, Endless Summer dance-cam contest and online sweepstakes at AtlantaBraves.com.
- Campbell's® – 7.6 million in-store circulars and magazines.
- Cheeze Doodles® – Orlando vacation sweepstakes included on 2.5 million bags.
- Florida Marlins™ – home plate signage and more than 100 :30-sec radio spots to support Endless Summer.
- Hawthorn Suites® Endless Summer<sup>SM</sup> sweepstakes – national promotion during August.
- Land O'Lakes® and Alpine Lace® cheese – Orlando microsite and destination booklet stickers on 1.5 million packages.
- RedPlum™ – 100 million destination newspaper inserts.
- SunnyD® – Orlando vacation sweepstakes placed on 1 million bottle-neck hangers.
- *Woman'sDay* – viral video promotion with six-month campaign supported with print and online ads.

A partnership with SeaWorld® Orlando brought the popular television show *Wheel of Fortune* to Orlando during mid-December to shoot four weeks worth of episodes. Special segments featured Pat Sajak and Vanna White exploring and getting to know Orlando, including a stroll through scenic Harry P. Leu Gardens and boutique shopping along Park Avenue. The Orlando episodes are scheduled to air in March and April 2009. These efforts will provide significant exposure for the destination.

## Endless Summer

Fall is a notoriously soft travel season. The second annual campaign developed by the Orlando/Orange County CVB enticed fall visitation outside of the core family target while emphasizing value. A series of destination-wide "Get One Free" deals provided guests with a truly compelling reason to visit Orlando, like four hotel nights for the price of three. Or two attractions tickets for the cost of a single entry. Endless Summer Web site traffic increased year over year by 30 percent in September and 15 percent in October.

The effort focused on the drive markets of Atlanta, Miami, Tampa, St. Petersburg, Ft. Lauderdale, Palm Beach and Ft. Myers. Cable television spots ran for four weeks. Print advertising included newspaper and magazine inserts. Online ticket sales through the Orlando/Orange County CVBs Web site increased 48 percent in September.

A series of live guest appearances on prominent morning television programs were secured in the key campaign markets of Atlanta, Miami and Jacksonville. Media coverage included 291 stories with a total circulation of 128.7 million and advertising value of \$3.6 million.

### **Magical Dining Month**

Orlando's Magical Dining<sup>SM</sup> Month – which took place Sept. 1-30 – returned during fall 2008. The promotion is another value-oriented initiative and an opportunity to position Central Florida as an up-and-coming culinary destination. An event was held in conjunction with the 4<sup>th</sup> Annual Red Chair Affair, the annual kick-off of the local arts and cultural season, on Sept. 7 at the Bob Carr Performing Arts Centre.

The month-long feast showcased the globally influenced plates being served in Orlando kitchens by featuring three-course, prix-fixe dinners for \$19 or \$29. More than 50 restaurants participated, including The Beacon, Chez Vincent, Taverna Opa and Aashirwad Indian Cuisine.

Increases in Web traffic to the Magical Dining site included a 236 percent increase in September and a 36 percent increase in October.

### **Reaching Diverse Markets**

To strengthen its domestic marketing programs during 2008, the Orlando/Orange County CVB engaged two strategic agencies to reach African-American and Hispanic audiences – Owens Morris Communications and Machado Garcia-Serra Communications. As a result, diversity magazine advertising generated more than 204 million impressions. Additionally, partnering with events like the Tom Joyner Family Reunion, MEAC/SWAC Challenge and the HBCU Bowl provided promotional opportunities to engage diverse audiences.

The Orlando/Orange County CVB was also honored by the Orlando chapter of the National Association of Woman Business Owners with a Beacon Award in the medium business category. The annual Beacon Awards event recognizes organizations and individuals for celebrating the diversity of the region's workforce by promoting inclusion in areas of race, ethnicity, gender, age, physical and mental ability, religion, sexual orientation, socio-economic status and family status.

### **Shop Orlando Launched**

A total of 37 percent of domestic and 95 percent of overseas travelers partake in shopping. Noting the trend, the Orlando/Orange County CVB teamed with Shop America Tours – the leading provider of shopping tours in the United States – to package and sell the destination's diverse array of shopping experiences. Branded as "Shop Orlando," participants include Festival Bay Mall, Florida Mall, Lake Buena Vista Factory Stores, The Mall at Millenia, Orlando Premium Outlets, Park Avenue Association, Pointe Orlando and Prime Outlets International Orlando. Beginning in September, destination packages were featured on the Shop Orlando Web page at [shopamericatours.com/shoporlando](http://shopamericatours.com/shoporlando).

### **‘Say YES’ Jet Takes Flight**

The *Say YES to Orlando* AirTran Airways Boeing 717 took flight Tuesday, July 8 from Orlando International Airport, the result of a partnership with the Orlando-based carrier. Performers from the resident company of La Nouba by Cirque du Soleil, as well as City of Orlando Mayor Buddy Dyer and Orange County Mayor Richard Crotty, all lent a hand in the unveiling of the newly branded jet. The Orlando/Orange County CVB also partnered with its members to create 100 special values for business and leisure travelers planning a visit to the destination. 166 media outlets shared the “Say YES to Orlando” AirTran jet story, reaching a circulation of 136 million with an ad value of \$3.3 million.

## **INTERNATIONAL**

Advertising and marketing campaigns in 2008 reflected the increased international focus for the destination. Although international visitor traffic amounts to six percent of the total visitation, their spending is 17 percent of total money spent on tourism in the destination. International visitation has slowly been returning to pre 9/11 numbers, but still has room to grow.

Several markets led the way in 2008 including; the UK, Canada, Germany and Mexico.

### **United Kingdom**

The destination’s marketing reach started out strong in the U.K. during the first quarter of 2008 with national broadcast and cable spots – the product of partnerships the Orlando/Orange County CVB arranged with BA Holidays and Virgin Holidays – that aired for seven weeks beginning in January. More than two million magazine advertising inserts ran in *News of the World* at the same time.

A promotion with GMTV brought the top-rated U.K. morning television show to Orlando twice. Popular host Anna Williamson and her 6.5 million viewers visited the destination for a week in June and then again in October. Among the locations the show recorded segments at were Aquatica™, Gatorland, Ginn Reunion Resort and The Mall at Millenia.

In the fall, Orlando also embarked on its first-ever U.K. Roadshow in October. The experiential roadshow for consumers – which included theme park-partners Universal Orlando® Resort, Walt Disney World® Resort and Worlds of Discovery – stopped in the cities of Essex, Glasgow and Manchester.

More than \$3.6 million in publicity was secured by the public relations team during 2008.

### **Mexico**

In the fall, the Orlando/Orange County CVB conducted a campaign in Mexico with a co-op print advertising campaign that included destination partners SeaWorld Orlando®, Universal Orlando® Resort and the Walt Disney World® Resort. The five-month effort began in August and aimed to maintain Orlando's position as the number one vacation destination for Mexican families. Creative featuring the "Say YES to Orlando" tagline appeared in leading newspapers and magazines, along with a series of valuable offers. Publicity efforts included media missions in Mexico City, Guadalajara and León during late August to assist in launching the campaign. The travel trade also got involved, with strong support from partners Corporate Travel Services, Dream Destinations, Travelocity and Viajes Mundomex.

Predominately a print media campaign, 3.6 million impressions were generated in publications such as; *Quién Magazine*, *Reforma* and *Excelsior*.

### **Germany**

The Orlando/Orange County CVB held a media mission to Germany in November to highlight Orlando as Germany's Gateway to Florida. Promoting the Orlando message to media outlets in the German market, both to establish new relationships in the market and to strengthen relationships already established through past media outreach efforts, press events were held at the Hotel Konigshof in Munich, the Grand Elysee Hotel in Hamburg and the Hilton Hotel in Frankfurt.

The Orlando/Orange County CVB was joined by partners Universal Orlando Resort, Visit St. Petersburg/Clearwater, Walt Disney World Resorts, and Worlds of Discovery (Busch Entertainment Corporation). A total of 51 journalists attended and media circulation of stories from the mission was 1.4 million with an advertising value of more than \$43,000.

### **Canada**

A fall campaign targeted this mega province with television, radio, print and interactive components. Throughout November, 186 Orlando "Dad" spots aired on Canadian broadcast and cable networks. Advertising inserts ran in the *Hamilton Spectator*, *Kitchener Record*, *London Free Press*, *Toronto Star* and *Toronto Sun*. Radio support included a one-hour Orlando block on the top-rated *Chris Robinson Travel Show*. Online presence included Orlando point-roll banners across the Canoe and Olive networks.

A total of \$1.2 million in publicity was secured through public relations efforts aimed at consumers.

A unique partnership with iTravel2000, Canada's largest online travel agency, provided Orlando with online promotional and co-op advertising opportunities during the fall. Through this arrangement, a co-branded Orlando "Dad" television commercial aired 800 times from October through November, greatly extending the Orlando/Orange County CVB's advertising dollars in the process. More than 1,200 radio spots were also included.

## **International Travel Trade**

Throughout 2008, the Orlando/Orange County CVB recognized that the international travel trade was a major gateway for visitors, and directed its energies to reach this segment.

- Participated in 28 tradeshow, 31 special events and three sales missions in the Argentina, Belgium, Brazil, China, Colombia, Costa Rica, France, Germany, Ireland, Italy, Japan, Mexico, Netherlands, Portugal, Spain and United Kingdom.
- Educated 2,000 travel professionals during 41 seminars conducted globally.
- Trained 2,500 U.K. travel agents and reservation center staff through the *Orlando Holiday Specialist* program.
- Hosted 479 tour operators and travel agents originating from 12 international markets through Orlando/Orange County CVB FAM tours to the destination.

## **China**

Orlando/Orange County CVB President & CEO Gary Sain participated in the U.S. Travel Association's (formerly the Travel Industry Association) China Directors Summit in Shanghai during Nov. 18-21. Sain, one of only four city representatives invited to the summit, represented the destination and began to develop an awareness of the Orlando travel brand. A partnership with VISIT FLORIDA and Shanghai-based AVIAREPS Marketing Garden to market the state and the destination to the Chinese travel trade and media was formed, with efforts planned throughout 2009. The Orlando/Orange County CVB also attended the China International Travel Mart held in Shanghai on Nov. 20-23 as part of a state delegation.

## **MEETINGS & CONVENTIONS**

In 2008, the Orlando/Orange County CVB focused on creativity as the platform for setting Orlando apart from other meetings and convention destinations. "Where Creative Minds Meet" encourages meeting planners to look at Orlando as a place where creative, innovative and imaginative meetings can help drive attendance and satisfaction of attendees.

### **Sales Update**

The Orlando/Orange County CVB invested \$7 million of Tourist Development Tax in its meetings and convention sales and marketing programs in 2008. These efforts yielded definite bookings for 2008 and beyond which will generate an estimated \$2 billion in future spending; a 286 to 1 return on investment. The Orlando/Orange County CVBs investment will generate an ROI on Tourist Development Tax alone of 3 to 1. A selection of key bookings is below.

### **Top 2008 Bookings – Overall Groups**

<b>Group</b>	<b>Attendees</b>	<b>Date</b>
Performance Racing Industry Annual Trade Show	45,000	2011-2016
International Air Conditioning, Heating, Refrigerating Exposition	43,000	2016
National Automobile Dealers Association	27,500	2013
Cellular Telecommunications & Internet Association	26,000	2011
International Association of Chiefs of Police	22,000	2014
American Institute of Architects	22,000	2019
Ag Connect Expo	20,000	2010

### **Top 2008 Bookings – New Business**

<b>Group</b>	<b>Attendees</b>	<b>Date</b>
American Institute of Architects	22,000	2019
Ag Connect Expo	20,000	2010
LifeWay Christian Resources	12,000	2009
Vision Star Entertainment	10,000	2009
Church of Our Lord Jesus Christ	8,000	2010
Craft and Hobby Association	8,000	2009
Wal-Mart Stores Incorporated	8,000	2009
Academy of Management	7,000	2013
American Academy of Audiology	7,000	2014

### **Creativity Roadshows**

To launch the *Where Creative Minds Meet* campaign, the Orlando/Orange County CVB hit the road and engaged meeting planners in three markets during mid-June. Art galleries in Washington, D.C. (National Music Center), Chicago (River East Art Center) and New York City (Chelsea Art Museum) were transformed into an interactive Orlando experience with entertainment and planning workshops led by creativity guru Gerald Haman. The publicity team hosted media meetings in each of the three cities to generate coverage.

### **Going Green**

The destination continued its “green evolution” throughout 2008. More than 70 of the area’s convention hotels and resorts were admitted into the Florida Green Lodging Program by the Florida Department of Environmental Protection. At the same time, the Orange County Convention Center became the first U.S. facility of its kind to be ISO 14001-certified for its recycling program.

The Orlando/Orange County CVB strengthened its own green knowledge by building a relationship with Meeting Strategies Worldwide, a consulting group focused on event management and training, as well as monitoring the industry-wide baseline standards being developed for sustainability by the Accepted Practices Exchange (APEX) Green Meetings and Events Practices Panel (GMEPP). An internal “Green

Team” was also formed and serves as an additional resource for Orlando/Orange County CVB staff and members.

### **Meetings, Incentive, Congresses & Expositions**

The international Meetings, Incentives, Congresses & Expositions (MICE) market is growing, particularly in Latin America, and especially in Brazil. The Orlando/Orange County CVB took note and began focusing on this specialized segment. Collateral was developed in multiple languages to emphasize Orlando’s sophisticated appeal for global business and incentive group travelers. And in October, staff hosted a MICE event for the travel trade in Brazil at Museu da Casa Brasileira.

The Orlando/Orange County CVB launched a MICE effort in four key International markets: Brazil, United Kingdom, Canada and Mexico. The MICE market in those countries was targeted via trade show attendance, a dedicated international collateral piece, VIP visits to Orlando by meeting planners, MICE Tour Operators and MICE media.

A very successful kickoff event was held in São Paulo, Brazil in October, bringing the Orlando MICE product to 80 of the top Meeting planners and press in that country. The event generated 13 leads and four definite bookings for 2010 totaling more than \$3 million in economic impact. Approximately 20 more leads have been received and processed after the event.

### **Medical Meetings & Tourism Summit**

During 2008, more than 215 medical meetings, representing 170,000 attendees and providing \$164 million in economic impact, were held in Orlando. To capitalize on this momentum, the Orlando/Orange County CVB hosted more than 100 community and business leaders at the first Orlando Medical Meetings & Tourism Summit in September. During the summit, a consensus was reached among the attendees. A task force was formed, named the Strategic Medical Leadership Council, and will focus on building a brand platform, as well as developing an overall plan to pull in an even greater share of medical meetings. With this program underway, an immediate opportunity presented itself. The Orlando/Orange County CVB hosted the “Destination Orlando University” FAM tour in late November, comprised largely of leading medical meeting planners.

### **Top 2008 Bookings – Medical Meetings**

<b>Group</b>	<b>Attendees</b>	<b>Date</b>
American Dental Association	40,000	2010
Healthcare Information & Management Systems Society	30,000	2014
American Association of Orthodontists	20,000	2016
Daiichi Pharmaceutical Corporation	2,500	2008
Ortho-McNeil Janssen Pharmaceutical Services	2,200	2008

Amedisys	2,000	2009-2011
Philips Corporation Mega Meeting	2,000	2009-2011
Sanofi Aventis Pharmaceuticals	1,656	2008
Novartis Pharmaceuticals Corporation	1,100	2008
Ortho-McNeil Janssen Pharmaceutical Services	1,100	2008
Novartis Pharmaceuticals Corporation	1,028	2009
Waiora	1,000	2009
Ortho-McNeil Janssen Pharmaceutical Services	1,000	2009