



2009-2010 MEMBER HANDBOOK

ORLANDO

Orlando/Orange County Convention & Visitors Bureau, Inc.

WELCOME TO THE ORLANDO CVB

On behalf of our board of directors, staff, and 1,200-plus members, welcome to the Orlando/Orange County Convention & Visitors Bureau, Inc.® (Orlando CVB). We trust you will find your membership to be both personally and professionally rewarding as we work together to promote your business and increase business and leisure travel to Central Florida.

The CVB is an economic development organization focusing on the travel industry. We work closely with community partners such as the Metro Orlando Economic Development Commission, Greater Orlando Aviation Authority, Orlando Regional Chamber of Commerce, the City of Orlando and Orange County for the economic benefit of our community.

This handbook describes just a few of the many benefits available to you as a member, and how we work with our members to market our area to consumers, travel professionals and meeting planners worldwide.

The best way to maximize your membership is to get involved! Avail yourself of as many of the sales, marketing, advertising, promotion and public relations opportunities discussed in this handbook as possible. Participate in co-sponsored events including convention sales missions in major U.S. cities, booth-sharing at domestic and international tourism tradeshow, showcasing your organization during familiarization tours and participating in co-operative advertising.

To find out about these cost-effective means of reaching your target market, watch for customized business E-LEADS and your weekly e-newsletter. Or, simply give us a call.

We look forward to a long relationship as we work as an industry to promote all of Orange County and Central Florida for your benefit and the benefit of the community as a whole. Should you have any questions, don't hesitate to contact us at: memberservices@orlandocvb.com, or by calling the member hotline at 407-541-4303.

Your Member Services Team

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STARTING WITH MARKETING

As the official destination marketing organization for Orlando, Orange County and the surrounding area, the Orlando CVB offers fully integrated marketing programs which provide numerous opportunities for member participation. These programs integrate advertising, publicity, international and leisure marketing, promotions, direct marketing and web-based components. Examples of some of these opportunities include: member co-operative advertising, which is a proven lead generator and a very cost-efficient way to advertise; and advertising in free-standing inserts (FSI's), which are inserted into top feeder market newspapers, as well as sponsorship opportunities in the CVB niche publications.

These components combine to become the domestic and international campaigns that promote Orlando and Central Florida globally. To learn more about each department and how to take advantage of the program offerings, read on!

RESEARCH

Research: 407-354-5543 or researchdpt@orlandocvb.com

Understanding the customer is paramount to developing a solid marketing plan. Members have access to a wealth of research to help target customers with the appropriate message at the appropriate time.

The Research section of the CVB's business-to-business (hereafter referred to as B2B) Web site is loaded with valuable, free information. Go to orlandoinfo.com/research. The information found on this site is derived from a variety of sources including:

- **D.K. SHIFFLET & ASSOCIATES**
Domestic visitor information
- **U.S. DEPT. OF COMMERCE/OFFICE OF TRAVEL AND TOURISM INDUSTRIES**
International visitor information
- **GLOBAL INSIGHT**
Visitor forecast
Economic impact data related to our industry

- **SMITH TRAVEL RESEARCH**

Lodging data

- **TRAVEL INDUSTRY ASSOCIATION**

General research and trending information on U.S. travel overall

- **ORLANDO INTERNATIONAL AIRPORT/
ORLANDO SANFORD INTERNATIONAL AIRPORT**

Domestic and international passenger traffic

- **VISIT FLORIDA**

Information regarding visitation to the State of Florida

Many of the valuable reports found on the Web site can only be accessed by members with a password. To obtain a member password, please contact Member Services at 407-541-4303.

The Research team also regularly updates such reports as:

- Annual Research Report
- Market Summary of Central Florida Data
- Lodging Data
- Domestic Leisure, Convention/Meeting and Overseas Visitor Profiles
- Destination Visitor Forecast

To obtain additional or more detailed data, contact the team. They are available by phone or by e-mail, and for one-on-one meetings.



"To Do List"

- ✓ Review reports available on the Research section of the CVB's B2B site, orlandoinfo.com/research.
- ✓ Don't see the report that you need or have questions about the information you found? Contact Research at 407-354-5543 or at researchdpt@orlandocvb.com.
- ✓ Interested in research? Consider joining the Research Committee! To learn more contact the Research Department at 407-354-5543 or at researchdpt@orlandocvb.com.

LEISURE MARKETING

Leisure Marketing: 407-541-4269 or leisure.marketing@orlandocvb.com

Metro Orlando hosts nearly 48 million visitors annually. The majority, 45 million leisure visitors, are from domestic markets. Besides Florida, top feeder markets include those in the Northeast, mid-Atlantic, Midwest and Southeast U.S. Orlando's top international source markets include the United Kingdom, Canada, Germany, Brazil and Mexico.

The CVB provides members with a variety of tools designed to provide access to the leisure market, including:

- **OFFICIAL GUIDES**

Published semi-annually, the Guides provide members with both in and out-of-market exposure to consumers planning their Orlando vacations. Eligible members are listed in the Guides. Members may also advertise in these publications. The *Official Vacation Guide* is included in the Official Vacation Planning Kit sent to consumers inquiring about an Orlando vacation. The *Official Visitors Guide* is distributed to vacationers in the Orlando area.





- **MAGICARD**

This annual program offers an opportunity to provide travelers with discounts to attract them to participants' establishments.

Participants provide text descriptions of their products and special discount offers. The Orlando Magicard® is included in the Official Vacation Planning Kit along with the *Official Vacation Guide*.

Additionally, participants may post their offers online and consumers may download the card and offers from the CVB's vacation planning Web site, visitorlando.com.

- **ELECTRONIC DIRECT MAIL PROGRAM**

This program offers an opportunity to place customized messages when consumers order an Official Vacation Planning Kit from visitorlando.com. This is also an opportunity to send a customized e-mail to the consumer at their request.

- **CO-OP ADVERTISING PROGRAMS**

An array of co-operative advertising opportunities in magazines, newspapers, and online are offered to provide cost-effective mass media exposure to members.

Individual messaging and retail offers provide great Return on Investment (ROI) potential. To help you plan your budget, programs are generally introduced at the CVB's Annual Marketing Briefing in August, with timely updates sent via the CVB's E-LEAD system.

To advertise in these programs, contact Membership & Advertising Sales directly at 407-354-5568.

"To Do List"

- ✓ Review the CVB's annual Marketing Resource Calendar found online in the "Members Only" section of orlandoinfo.com/members.
- ✓ Meet with your Membership & Advertising Sales Manager to review the opportunities available for your business to reach the consumer market.
- ✓ Attend the Annual Marketing event, held each August, for an in-depth look at all of the CVB's advertising and marketing programs.

INTERACTIVE SERVICES

Interactive Services: 407-354-5502 or webmaster@orlandocvb.com

As the official Web site of Orlando's travel industry, orlandoinfo.com allows consumers to completely plan their vacations online. Consumers can search the member database, make hotel reservations, purchase attraction tickets, and much more. The site generates approximately 4.0+ million unique site visits annually, which results in 3.2+ million home page views, 700,000+ million accommodations home-page views and 600,000+ attractions home page views.

There are a variety of opportunities for exposure on the consumer site:

- **BASIC LISTINGS**
All eligible members are included with 25-word descriptions, Web link, e-mail address and map link.
- **ENHANCED LISTINGS**
Available for an additional cost, enhanced listings include a 150-word description, three photos, and a logo.
- **ADVERTISING**
Several different advertising opportunities are available to members, including an online "Book It" button, Web site ads (text, banner, leaderboard, etc.) and e-newsletter advertising.
- **ARTICLES AND CALENDAR OF EVENTS**
A variety of articles are developed for the consumer, as well as other client sites. E-LEADS are sent requesting member information for this content. Members are also encouraged to enter their upcoming event information for the consumer site's Calendar of Events section by logging on to orlandoinfo.com/calendar.

The CVB's B2B Web site, orlandoinfo.com/cvb, provides information to journalists, meeting planners, the travel trade, researchers and members. Marketing exposure for members is provided within the following areas of the B2B site:

- **MEETING PLANNER SERVICES**
Hotels benefit from the online Request for Proposal (RFP) and hotel

search feature and also enjoy individual locator maps on the Meeting Planners section of the CVB's B2B site at orlandoinfo.com/meet. Convention service businesses are spotlighted in the Meeting & Convention Services directory. Also available for an additional cost are enhanced listings, as well as banner advertising.

- **MEDIA/PUBLIC RELATIONS**

High-quality, member-supplied photos make up the Photo Gallery providing journalists with visuals for story enhancement. Members may also post releases in a special area of this section for a fee. The direct link to this area of the B2B site is orlandoinfo.com/media.

- **TRAVEL TRADE**

Members with announcements related to new attractions and properties, as well as major expansions and/or renovations to existing facilities, may have their information included in the *What's New* area of the Travel Professional section of the CVB Web site at orlandoinfo.com/trade. Members also have the opportunity to include their special offers and discounts for tour operators and travel agents in the *Trade Discounts* section.

- **MEMBER BENEFITS-SERVICES**

Our Online Membership Directory, found in the CVB Members area of the B2B site at orlandoinfo.com/members, lists and describes member businesses in up to three membership categories. The Directory is a valuable resource for member-to-member business networking! Additionally, members may access the list of upcoming member events, as well as dates, time and locations of the popular Business Referral or "Leads Groups."

This CVB Members area also includes the very important "Members Only" section of the site. Accessed with unique UserNames and Passwords, members may obtain such information as the latest edition of the Convention Calendar, updated reports from the Research team, copies of event speakers' presentations and much more. Members may also update their records, add or delete contacts and maintain their publication information in the Member Extranet area. This members-only section also includes the CVB's various department E-LEADS. To obtain your UserName and Password, please contact the Member Hotline at 407-541-4303 or by e-mail at memberservices@orlandocvb.com.

FREQUENTLY ASKED QUESTIONS ABOUT INTERACTIVE SERVICES

Q. How do I get my business listed in appropriate sections of the CVB's Web site?

A. All members are automatically listed on the Online Membership Directory found on the CVB's B2B site. Your membership category selection determines where else on the site your company will be listed. Contact your Membership & Advertising Sales Manager at 407-354-5568 for more information.

Q. How do I change my listing information on the Web site?

A. This is a critical member responsibility. Please contact the Member Services department by e-mailing memberservices@orlandocvb.com.

Q. I'm buying an ad on the CVB's Web site. What format should the ad be in? To whom do I send it? Can you design my ad for me?

A. If you have purchased advertising on orlandoinfo.com, you may forward the ad by e-mail to webadvertising@orlandocvb.com or on disk to the CVB directly (Attn: Publications, Web Advertising). Specifications for the Web site ads are available from your Membership & Advertising Sales Manager. If you need assistance with creating your ad, your Sales Manager can provide a list of members who can assist you.

"To Do List"

- ✓ Contact Member Services by calling the Member Hotline at 407-541-4303 or by e-mailing the Member Services team at memberservices@orlandocvb.com to obtain your "Members Only" site UserName and Password.
- ✓ Review the various CVB Web sites to ensure that your company is listed in the appropriate categories and that your information is up-to-date!
Note: If it is not current, contact Member Services on the Member Hotline at 407-541-4303 or by e-mail at memberservices@orlandocvb.com.
- ✓ Submit your event and/or festival information for display on the online Events Calendar at orlandoinfo.com/calendar.

STRATEGIC ALLIANCE MARKETING

Strategic Alliance Marketing: 407-363-5809 or promotions@orlandocvb.com

Promotions provide a cost-effective way for the CVB to extend the reach of its marketing efforts to consumers while also involving members. Annually, the CVB develops dozens of promotions with recognized brands such as Kraft Foods, Krispy Kreme, Woman's Day, Coca Cola, etc. Many of our promotions include Orlando vacation sweepstakes, while others highlight special travel offers and benefits. Media support can include print, on-pack, TV, radio and Internet, depending on the individual campaign.

These consumer promotions result in increased awareness and exposure for the destination and selected members in key domestic and international markets. Members provide the in-kind services needed to create the sweepstakes packages that are often part of these promotions. Opportunities for participation in CVB promotions are regularly sent to members via E-LEADS.

FREQUENTLY ASKED QUESTIONS ABOUT PROMOTIONS

- Q. I responded to a Strategic Alliance Marketing Lead but didn't hear whether I was chosen or not?**
- A. The department greatly appreciates the responses it receives for our various promotions. The department will contact you if you are chosen for a particular promotion. If you are not chosen you will not receive word back. However, if you should have questions, feel free to e-mail the Strategic Alliance Marketing department at promotions@orlandocvb.com.
- Q. If my business is selected for participation in a CVB promotion, will I get a sample of the promotional piece?**
- A. Yes, upon completion of the layout, the CVB will send copies (proof of performance), whether it is a print, Web or TV spot, to your attention for your records.

"To Do List"

- ✓ Ensure that the Strategic Alliance Marketing team is familiar with your property by contacting the department to set up a presentation. Contact the team at promotions@orlandocvb.com.

VISITOR SERVICES

Official Visitor Center: 407-363-5872 or kim.reed@orlandocvb.com

Servicing the traveling public while promoting CVB members is the role of the Official Visitor Center (OVC). Located at 8723 International Drive, the OVC is open 364 days per year (closed on Christmas). The OVC's Travel Counselors interact with approximately 100,000 walk-in visitors, 80,000 phone calls, and 10,000 e-mail inquiries annually. Members interested in exposure to this market should consider taking advantage of the following opportunities:

- **BROCHURE DISTRIBUTION**

Display your standard 4" X 9" rack brochure. Members should check with the OVC regularly to ensure that quantity is sufficient to meet the demand! 250 brochures will be accepted at one time.

- **"MEMBERS MEET THE STAFF" PROGRAM**

The more that the staff knows about CVB members, the better equipped they are to respond to visitor questions. Call the OVC Supervisor to schedule a session with the team.

- **"MEMBERS MEET THE VISITORS" PROGRAM**

Members are encouraged to schedule an afternoon at the OVC meeting and greeting guests. Character appearances, coupon distribution and restaurant specialty-item tasting are all appropriate! Call the OVC Supervisor to schedule this session, as well.

- **MENU DISPLAY**

Restaurant members are reminded to provide copies of their menus for display in the OVC, as well as in Convention Center Restaurant Booths. Menus will also be displayed online on the CVB's various Web sites!

- **LAST-MINUTE HOTEL ROOM SALES**

Accommodations members may participate in this free service by making daily contact with the OVC, providing discounted room rate information to move last-minute room inventory.

FREQUENTLY ASKED QUESTIONS ABOUT THE OFFICIAL VISITOR CENTER

Q. How will I know when you've run out of my brochures at the OVC?

A. The OVC will e-mail you and request your brochures for restocking and display when your supply is diminished. Please keep the OVC posted of any e-mail address changes by notifying Member Services at memberservices@orlandocvb.com.

Q. What is the best way to interest a visitor in my printed materials that will be displayed at the OVC?

A. Offer a coupon or discount in your brochure. Although the OVC is available to guests for information, many visitors visit us to look into discounts and savings on dining, shopping, accommodations, etc. It is the CVB's experience that the printed materials that move the most volume are the ones with discount offers.



"To Do List"

- ✓ Drop off 250 of your company's 4" X 9" rack brochures for display at the OVC.
- ✓ Make appointment with the OVC Supervisor to meet the team and present your company!
- ✓ While on the phone with the OVC, schedule time(s) for your company to "Meet the Visitors." High traffic days at the OVC are Friday and Sunday afternoons.

WORKING WITH TRAVEL PROFESSIONALS

International Marketing: 407-354-5513 or
international.marketing@orlandocvb.com

International Marketing supports the organization's overall integrated marketing strategies by educating tour operators, wholesalers and travel agents about Orlando. The team extends its worldwide reach with representatives in Argentina, Brazil, Canada, Germany, Japan, Mexico and the United Kingdom.



To complete its mission to educate the travel trade, International Marketing relies upon member participation in a variety of programs, including:

- **SALES AND MARKETING MISSIONS**

Conducted throughout the year, missions are a great opportunity to join staff and other members in organized trips to key markets. The schedule includes special Orlando-themed events, educational sessions, mini tradeshows and networking geared toward the travel trade and media.

- **IN-BOUND FAMILIARIZATION (FAM) TOURS**

Opportunity to provide accommodations, transportation, dining, shopping and attraction experiences for visiting international and domestic tour operators, wholesalers and retail travel agents.

- **TRADESHOWS**

Members can extend their tradeshow budgets and enhance their visibility by sharing in the Orlando tradeshow booths at major travel exhibitions. Opportunities to be included in brochure distribution and Orlando-themed sections at similar shows are also available.

- **HOSTED INDUSTRY EVENTS**

The International Marketing department works closely with organizers of premier travel trade exhibitions to bring their annual events to Orlando. Globally recognized trade events such as the International PowWow, LaCumbre, and THETRADESHOW provide members sponsorship opportunities for hosted events, sightseeing tours and press-related activities.

A complete schedule of missions, FAMs and tradeshow opportunities may be found in the CVB's Marketing Resource Calendar. The Calendar is located in the "Members Only" area of the B2B site, **orlandoinfo.com/members**. Notices of upcoming events will be communicated through E-LEADS.

The International Marketing team relies upon several marketing tools to communicate with the trade. Of primary interest to the members are:

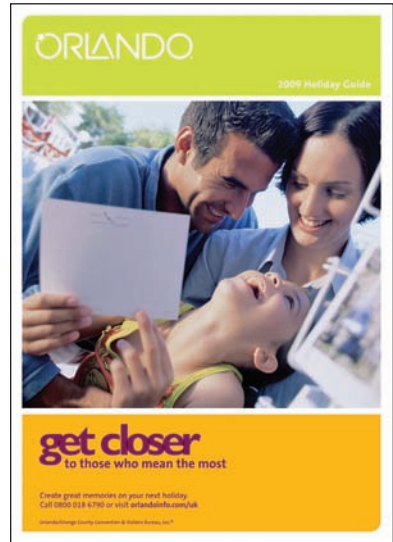
- **OFFICIAL TOUR AND TRAVEL REFERENCE MANUAL**

Published annually in August, the Reference Manual provides members with global exposure to travel professionals planning their clients' Orlando vacations. Appropriate members are described in the Reference Manual via listing information. Members may also advertise in this publication, which includes an online presence in the Travel Professional area of the CVB's B2B Web site, **orlandoinfo.com/trade**.



- **ORLANDO HOLIDAY GUIDE**

A resource designed especially for the international visitor is the *Orlando Holiday Guide*. The guide is available in eight versions including two English versions (one specifically for the UK visitor and one global English version); Spanish, Portuguese, French, Italian, German and Japanese. In addition to providing information on area attractions, accommodations, transportation, dining, shopping and other activities, the guide also features detailed maps and passport/visa information, as well as helpful tips on airport arrival, ground transportation, and local assistance. Members may be featured through advertising, and reach potential visitors from Orlando's key international origin countries.



- **ORLANDO PREFERRED VISITOR MAGICARD**

The *Orlando Magicard*® is also available in a version that offers international visitors special savings at local attractions, restaurants and shopping venues through special member offers.

- **ELECTRONIC COMMUNICATION**

Members have the opportunity to be prominently featured in an Orlando e-newsletter distributed to more than 70,000 opt-in domestic and Canadian retail and home-based travel agents. The communication allows members to promote special commissionable rates and packages.

- **TRAVEL TRADE LEADS**

Leads generated through the International Marketing department from domestic and international tour operators and travel agents are distributed to members via E-LEADS. Members are encouraged to respond for potential business opportunities.

Interested in learning more about working with the International Marketing team? Register for an upcoming Educational Partnership Session! The complete schedule may be found at orlandoinfo.com/members.

"To Do List"

- ✓ Become familiar with the E-LEADS issued by International Marketing for potential business generated by domestic and international tour operators. Questions? Contact the International Marketing team at **international.marketing@orlandocvb.com**.
- ✓ Check out opportunities to participate in CVB global missions, tradeshow and local FAM tours in the CVB's Marketing Resource Calendar found online in the "Members Only" section of the Web site at orlandoinfo.com/members.
- ✓ Take advantage of additional exposure for your attraction or property by providing special offers and discounts to tour operators and travel agents for posting on the CVB's B2B Web site at orlandoinfo.com/trade.
- ✓ Interested in the Groups and Motorcoach market? Provide special rates and packages specific to this market segment for inclusion in the Groups and Motorcoach area of orlandoinfo.com/trade.
- ✓ Find out about the latest opportunities to serve on committees for hosted industry events taking place in Orlando by calling the International Marketing team at 407-354-5513, or e-mail the team at **international.marketing@orlandocvb.com**.
- ✓ Meet with your Membership & Advertising Sales Manager to review the opportunities available for your business to reach the travel trade.

SELLING TO THE CONVENTION AND MEETINGS MARKET

The Convention Sales and Destination Meeting Services departments work closely with the Orange County Convention Center, hotel members and other member meeting facilities to sell Orlando as a premier meeting location to corporate and association planners, as well as to the special markets. The work of the Orlando-based team is complemented by its counterparts in regional and remote locations around the country. These include Washington, D.C., New York and Chicago.

CONVENTION SALES

Convention Sales: 407-363-5847 or karen.harrington@orlandocvb.com

The Convention Sales team’s primary role is direct sales to key convention, tradeshow and corporate meeting decision makers to bring their meetings to Central Florida. The team sells to groups both small and large – from the 100-room night, in-house meeting up to the major citywide convention bringing 100,000+ delegates to the Orange County Convention Center. Marketing activities are similar in nature to those of the International Marketing team and include:



- **HOTEL E-LEADS**

For use by hotels and other meeting facility members, hotel E-LEADS are sent out using a Web-based automated delivery and response system. This system provides real-time communications among members, clients and the CVB Convention Sales team.

To learn more about utilizing the hotel E-LEAD system, plan to attend an upcoming Educational Partnership Session. The session schedule is found at orlandoinfo.com/members.

- **SITE VISITS**

Site visits provide an outstanding way to sell member properties and venues to meeting planners. When deciding on Orlando as the site for future meetings, planners often visit the destination to “check out”

the hotel and entertainment venue offerings. Respond promptly to Sales Department requests for an appointment, since site inspections include those properties and venues selected by the client.

- **SALES AND MARKETING MISSIONS**

Conducted regularly throughout the year, missions are a great opportunity to join staff and other members in key markets for special Orlando-focused events geared toward the meeting planner client.

- **IN-BOUND FAMs**

As with the travel professional sector, meeting planners enjoy the opportunity to visit the Orlando destination firsthand. FAMs give members a chance to show meeting planners their hotels, attractions, entertainment and restaurant venues.

- **TRADESHOWS**

Members can extend their tradeshow budgets and enhance their visibility by sharing in the Orlando tradeshow booth at major meetings tradeshows. Opportunities to be included with your own booth in Orlando-themed sections at similar shows are also available.

- **PRESENTATIONS BY MEMBERS**

Members such as convention hotels and theme parks may take advantage of brief sessions with the sales team to present their properties or venues, as well as to ask questions related to their specific business focus. To schedule a session, contact the department at 407-363-5844.

A complete schedule of the missions, FAMs and tradeshow opportunities may be found in the CVB's Marketing Resource Calendar. The Calendar is located in the "Members Only" area of the B2B site, orlandoinfo.com/members. Updates to these schedules are communicated through E-LEADS.

The Convention Sales team utilizes two primary marketing tools to communicate with the meetings industry. These tools include:

- **CREATIVE MEETING PROFESSIONALS GUIDE (MPG)**

Published annually in May, the MPG provides all CVB members with exposure to the meeting-planning industry. Appropriate members are

described in the MPG via listing information. Members may also advertise in this publication.

- **CONVENTION SALES CO-OP**

600,000+ copies published annually. This destination and member advertising insert in magazine format is placed in national meetings publications throughout the course of a 12-month period. The publication delivers great value and meetings-market coverage.

To advertise in these publications, contact Membership and Advertising Sales directly at 407-354-5568.



FREQUENTLY ASKED QUESTIONS ABOUT CONVENTION SALES

Q. How is the Convention Sales team structured?

A. The CVB's Convention Sales team is strategically deployed by market and region. The team focuses on such markets as corporate, association and special markets. The team is responsible not only for lead generation, but conversion to definite business as well. All managers are responsible for individual goals in addition to an overall team production goal that is set annually. Goal achievement is measured by lead production, definite attendance production and conversion ratio (i.e., definites as a percentage of leads produced).

Q. As a convention hotel, what tips can you give me for maximizing my relationship with the sales team?

A. The most effective way to work with your Orlando CVB counterpart is by responding promptly via the Hotel E-LEAD system in the timeframe

requested by the meeting planner. Be sure to include any comments in your Hotel E-LEAD response. It is important to remember that Hotel E-LEADS are confidential and intended for the use of only the hotels selected by the meeting planner. Should you have questions about any of the information on the Hotel E-LEAD, call the CVB Sales Manager listed on the lead.

At times you will notice that Hotel E-LEADS indicate that the client does not wish to be contacted directly. The best way to communicate with the customer is identified on the Hotel E-LEAD. Even clients you know personally and have worked with in the past occasionally request confidentiality for reasons they do not always disclose.

Develop and maintain open communication with the Convention Sales team. Get to know the CVB salesperson that handles your market – build a partnership! If you are participating in an industry show or chain-sponsored event, advise us! If you are going to be making sales calls in a particular city, let us know. Knowledge helps everyone plan sales trips and our regular sales mission dates, as we do our best to avoid scheduling competing events in a city.

Q. Do you share my written Hotel E-LEAD comments with the customer?

- A. Hotel E-LEAD responses are critical to timely customer responses and contact. If you specifically wish to have a comment forwarded to the client, clearly state your wishes with “Please advise client.” All comments are proofread for spelling, grammar and appropriateness prior to being sent to clients.

“To Do List”

- ✓ Make appointment to meet with CVB Convention Sales team to ensure their familiarity with your property and to familiarize yourself with CVB Convention Sales counterparts according to geographic and market territories.
- ✓ Review the CVB’s annual Marketing Resource Calendar found online in the “Members Only” section of orlandocvb.com/members to identify potential participation opportunities (i.e. advertising, sales missions, tradeshow, etc.).
- ✓ Meet with your Membership & Advertising Sales Manager to review the opportunities available for your business to reach the meetings market.

DESTINATION MEETING SERVICES

Destination Meeting Services: 407-363-5857 or adrienne.six@orlandocvb.com

The role of the Destination Meeting Services (DMS) team is to act as the liaison between meeting planners and the CVB, as well as venue and service provider members during the planning stages of a meeting. As a result, the team generates business opportunities for members via different forms of leads:

- **DMS E-LEADS**

DMS E-LEADS may include general requests for member product or service information sent to the entire CVB membership or specific requests for a single product or service sent to all members found in a particular category of membership, as requested by the client.

- **MEMBER REFERRALS**

Referrals occur when a planner requests a list of all of the members in a given category and intends to follow-up on their own. Once the Member Referral is sent to the planner, a Member Referral Alert e-mail is sent to the applicable members to inform them that their information has been given to a meeting planner.

- **BROCHURE/COUPON REQUESTS**

Meeting planners frequently request discounted coupons or offers for their attendees. These items are generally included in the attendees' registration bags or booklets.

- **CUSTOMIZED WEB SITES**

Another opportunity for member exposure is found on the customized meetings Web sites. Offered to meeting planners to promote upcoming events to their delegates, the attendance-building Web sites feature information on Orlando and CVB members. Approximately 10-15 sites are activated on a monthly basis. These sites have the potential of reaching hundreds of thousands of convention delegates each year before they enter the Orlando marketplace.

The Destination Meeting Services staff provides a special opportunity to ensure members' understanding of "working" the meetings market, as well as the team's understanding of CVB members' products and services:

- **“MEMBER PRESENTS” PROGRAM**

Members may take advantage of 30-minute sessions scheduled monthly with the Destination Meeting Services team to present products and services, as well as to ask questions related to their specific business focus. To schedule a session, members should contact the department at 407-354-5579.

FREQUENTLY ASKED QUESTIONS ABOUT DESTINATION MEETING SERVICES

Q. Can I drop off some brochures for the Destination Meeting Services people to give to the meeting planners? Can you produce or mail my information to the meeting planners?

A. The CVB lacks the storage capability and financial resources to cover postal costs to handle member brochures or other collateral. You are encouraged to send your materials directly to the meeting planner whenever requested to do so.

Q. I just received an E-LEAD for something requested by a meeting planner. What am I supposed to send?

A. E-LEADS should be reviewed as quickly as possible. The lead will contain as much information as possible to help the member respond appropriately. Please read through the entire lead and respond via the online response form.

To learn more about this department’s E-LEADS, plan to attend the DMS Educational Partnership Session which is held four times a year. A complete schedule may be found online at orlandoinfo.com/members.

Q. Can you describe or present my products and services directly to the meeting planners?

A. It is the responsibility of the department to represent all members equally, not to single out one particular member for recommendation over another. While it is important for the department to have an understanding of individual members’ capabilities, it is ultimately up to you to sell your business to the meeting planner.

"To Do List"

- ✓ Check the Educational Partnership Session schedule to sign up for the next DMS session. The schedule is found at orlandoinfo.com/members.
- ✓ Call DMS at 407-354-5579 to schedule a "Member Presents" session.
- ✓ Meet with your Membership & Advertising Sales Manager to review the opportunities available for your business to reach the meetings market.

STAYING IN TOUCH WITH THE MEDIA

Public Relations: 407-354-5586 or public.relations@orlandocvb.com

The Publicity team extends the reach of the CVB's marketing efforts by proactively working with the media around the country and across the globe to place stories on the destination. This helps to support the CVB's integrated marketing campaigns while also filling in the gaps in markets where paid advertising is not possible.

PR offers members a variety of programs and opportunities in which to participate:

- **SEND PR YOUR INFORMATION**

To keep the PR team up-to-date about newsworthy events, members are encouraged to place the CVB's PR team on their distribution lists and to include PR when sending out press releases. Member information is used in weekly "What's New" on the CVB's media Web site, in various releases and media newsletters and in Web site stories.

- **IMAGES**

It is true that pictures often tell the story for leisure travel and the convention market as much as the actual written word. With this in mind, members are encouraged to submit quality images (5x7 photos, slides or 5x7, 300 dpi electronic images) and B-Roll video clips which

may be utilized by journalists who are preparing stories on the Orlando destination.

- **JOURNALIST VIP PASSPORT**

This program is free to join; member participants include attractions, restaurants, entertainment venues and visitor services. Only qualified journalists are eligible for the Passport, which provides complimentary offers at participant establishments.

- **MEDIA MISSIONS, EVENTS AND TRADESHOWS**

Conducted regularly throughout the year, missions, events and tradeshow are a great opportunity for the PR team to interact with media in key markets, through one-on-one meetings or during tradeshow. E-LEADS will be sent to notify members of opportunities to join the PR team at these events.

- **PRESS TRIPS**

Similar in format to FAMs, press trips provide journalists the opportunity to visit the Orlando destination firsthand. They give members a chance to let journalists experience their hotels, attractions, entertainment and restaurant venues, often resulting in inclusion in future stories. These trips are conducted both as small groups and individually.

- **MEMBER RELEASE MAILINGS**

Throughout the year, members can participate in mailings to the CVB database of domestic journalists. Each mailing is themed. Watch your E-LEADS for more details and fee information.

A complete schedule of the PR activities may be found in the CVB's Marketing Resource Calendar. The Calendar is located in the "Members Only" area of the B2B site, **orlandoinfo.com/members**. Updates to these schedules are communicated through E-LEADS.



Want to learn more about maximizing your relationship with the PR team? Register for an upcoming Educational Partnership Session! The complete schedule may be found online at orlandoinfo.com/members.

FREQUENTLY ASKED QUESTION ABOUT PUBLIC RELATIONS

Q. Can I get copies of the CVB's media lists?

A. Most media lists are proprietary; however, local media, travel trade and meeting trade lists are available.

"To Do List"

- ✓ Send your updated press kit, images and B-roll video to the PR team for their department files.
- ✓ Add the CVB's PR team to your company's press release media list.
- ✓ Respond to E-LEADS for requests from journalists working on stories and for press trip hosting opportunities, as well as mission and tradeshow participation opportunities.

COMMUNICATING THE VALUE OF TRAVEL AND TOURISM

Community Relations: 407-354-5586 or public.relations@orlandocvb.com

The tourism industry is a vital economic engine for Central Florida. Communicating the value of tourism to local stakeholders and building community partnerships are the mandates of the CVB's community, industry and government relations efforts. Here are a few of the CVB's ongoing community relations initiatives:

• COMMUNITY BUILDING

The CVB works closely with several Central Florida organizations on the important task of community building by collaborating with local

schools and universities to build future leaders. The staff has adopted Grand Avenue Primary Learning Center and coordinates several programs for the students. The CVB also supports organizations through the proceeds of member events such as the annual spring golf tournament, and maintains a strong partnership with the University of Central Florida's Rosen College of Hospitality Management, Florida Citrus Sports, Central Florida Sports Commission, Orlando Regional Chamber, Metro Orlando Economic Development Commission and the arts community.

- **SPEAKERS BUREAU**

Members can tap into the CVB's Speakers Bureau for presentations about the tourism industry, trends and the work of the CVB. Members can schedule presentations for their employees, management teams, boards or local associations to which they belong.

- **COMMUNITY AND GOVERNMENT LEADERS**

The Orlando CVB corresponds with community leaders to which it communicates the value of tourism on an ongoing basis through publications such as the Annual Report and bi-monthly Community Briefs. Additional activities are undertaken throughout the year, including conducting briefings and presentations.

- **NATIONAL TOURISM WEEK**

In celebration of the impact of tourism on our community, the CVB develops a program aimed at the tourism industry, community and elected leaders, local residents and the media during National Tourism Week each May.

- **TOURIST-ORIENTED POLICING SECTORS (TOPS) APPRECIATION**

Orlando's tourism industry takes the safety and security of our guests seriously. The Tourist-Oriented Policing Sector (TOPS), an innovative partnership of the Orange County Sheriff's Office and the Orlando Police Department, was established in 1988 to keep the heart of Orlando's tourism corridor safe for visitors. The dedicated men and women of the TOPS unit work diligently, 365 days a year, to ensure that all visitors enjoy a fun – and safe – vacation in Orlando. Each year, the tourism industry recognizes and thanks them for their efforts.

Donations from CVB members are used for special prize giveaways, and breakfast and lunch are provided for all shifts over two days each fall.

- **CRISIS PLAN/ISSUES MANAGEMENT**

The CVB maintains an updated plan that outlines operational and communication strategies for various situations. By utilizing this plan, the CVB works with its partners to ensure consistent communications and messaging to the industry and the media.

"To Do List"

- ✓ Request Speakers Bureau representative for local speaking engagements requiring presentations on local travel and tourism industry.
- ✓ Get involved with the community! Watch PR E-LEADS for volunteer opportunities such as Rosen College Job Shadow Day and TOPS Appreciation programs.

GETTING THE MOST OUT OF MEMBER SERVICES

Member Services: 407-541-4303 or memberservices@orlandocvb.com

Membership & Advertising Sales: 407-354-5568

or membershipandadvertising@orlandocvb.com

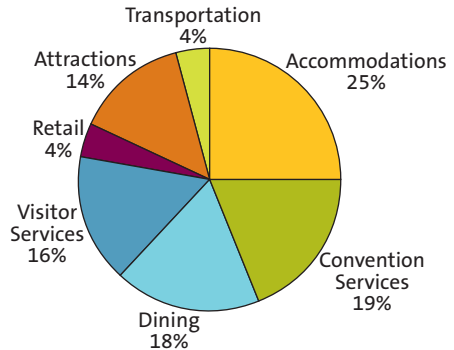
There is more to a CVB membership than filling out an application and submitting a check for membership dues. The most successful members know that it takes involvement and participation in the numerous programs offered by the CVB. Member-to-member networking is a great first step in getting active.

How do you get to know the other members? Who are your industry partners? CVB members come from many segments of the Orlando tourism and hospitality community. This pie chart illustrates the member distribution. It is also interesting to note that two-thirds of the CVB's

1,200+ member businesses are classified as “small business” (i.e., 40 employees or fewer).

- **CONTACT CHANGES**

One of the most important things members can do to ensure their membership success is to keep the CVB Member Services staff informed. Whether a business has relocated, new people have been hired within a company or an e-mail address has changed, members can help keep their contact information current by logging on to the “Members Only” section of the CVB’s B2B site, calling Member Services at 407-541-4303 or e-mailing memberservices@orlandocvb.com.



- **WEEKLY COMMUNICATIONS**

Keeping contact information current ensures receipt of the CVB’s two primary communications vehicles: the member e-newsletter and *Member Magic*. The e-newsletter, sent by e-mail each Tuesday, provides relevant industry news, including a recap of “Where in the World is the Orlando CVB This Week” and the weekly lodging updates.

Member Magic, sent by e-mail each Thursday, is news by members for members and about members. *Member Magic* items include information on member openings, promotions and awards; upcoming CVB and industry events; member-to-member discount offers; CVB program opportunities, and community outreach announcements. Members may submit their items for inclusion by calling Member Services at 407-363-5841 or e-mailing memberservices@orlandocvb.com.

- **E-LEADS**

Companies join the CVB for a variety of reasons, but the top reason according to the most recent membership survey is the business leads (i.e., E-LEADS). E-LEADS are business opportunities generated by the CVB departments working with clients (e.g., meeting planners, journalists, etc.). E-LEAD notifications are sent by e-mail and include links to the “Members Only” site, where complete leads are housed. Members respond to the leads online; the “Members Only” site stores

the members' responses for future reference. Members are encouraged to respond to E-LEADS as quickly as possible. Members may request that specific department E-LEADS be sent to specific individuals within their companies.

- **MONTHLY EVENTS**

Networking opportunities abound at the CVB! Monthly events include luncheons, evening mixers featuring members' tabletop displays, briefings and seminars. Members are encouraged to bring a supply of business cards for networking. Membership benefits in the CVB are extended to all company employees. Invitations to member events are sent by e-mail and, like E-LEADS, can go to as many employees in the member company as desired.

- **BUSINESS LEADS GROUPS**

Another excellent opportunity to meet with industry partners is at the weekly Leads Groups. Designed for small group interaction (appx. 15-40 members per), Leads Groups teach participants to hone their "20-second elevator speeches," how to respond to the "What is a good lead for me?" question, and how to identify potential leads. Leads groups meet on either a weekly, bi-monthly or monthly basis, at different times of the day and in different areas of Central Florida. To get involved, call the Member Hotline at 407-541-4303 or e-mail memberservices@orlandocvb.com.

- **MEMBER ORIENTATION AND REFRESHER**

New members and new contacts within existing member organizations are encouraged to attend Member Orientation and Refresher. Generally held at 8:30 a.m. the first Thursday of every month in the CVB's Board Room, Orientation is a combination networking and information session. For a schedule of dates or to sign-up, contact Member Services at 407-541-4303 or by e-mail at memberservices@orlandocvb.com.

- **EDUCATIONAL PARTNERSHIP SESSIONS**

These sessions are designed for members who would like to learn more about maximizing their membership relationship with a particular area within the CVB. Each month features a different department: Convention Sales, Destination Meeting Services, Publicity and

International and Leisure Marketing. Sessions are usually held at 8:30 a.m. on the second Thursday of the month in the CVB's Board Room. For a schedule of dates or to sign-up, contact Member Services at 407-541-4303 or by e-mail at memberservices@orlandocvb.com.

• **VOLUNTEER LEADERSHIP**

For members interested in taking a more active role with the CVB, Committee and Board of Directors' involvement are additional opportunities. The CVB's standing committees include: Convention Sales, Membership, Public Relations, Research and Global Marketing. Information related to the Committees and Board may be found on the membership section of the CVB's B2B Web site at orlandoinfo.com/members.

• **ORLANDO REGIONAL CHAMBER OF COMMERCE NETWORKING BENEFITS**

Take advantage of the partnership that the CVB has established with the Orlando Regional Chamber of Commerce. Small business members will be kept up-to-date about exciting networking events when they receive a copy of the Chamber's publication *FirstMonday*. Included in *FirstMonday* is a list of Chamber events which CVB members may

MEMBER MAGIC

June 1, 2009

Hi %%First Name%%,

Your weekly update for members, by members and about members.

IN THIS ISSUE

In this Issue...

- Congratulations Members
- Important Notice To Accommodation Members
- Mark Your Calendar
- Industry Job Openings
- Community Outreach
- All About the Arts
- Industry Meetings and Functions
- Share Your News
- CVB Corporate Ambassadors
- Marketing Alliance Recognition

OFFICIAL MEMBER E-NEWSLETTER

25 ORLANDO
ORLANDO CHAMBER OF COMMERCE CONVENTION & VISITOR BUREAU, INC.
Celebrating 25 Years of Partnership

THIS WEEK'S SPONSOR

golden corral
RESTAURANT

Explore a great meal!

AMBASSADORS

Click here to learn more about the marketing opportunities your corporate ambassadorship investment will provide.

IN THIS ISSUE ...

May 28, 2009 [Send this e-mail to a friend](#)

Orlando CVB News

- Deliver the Message
- Orlando and CBS Early Show Present an Award
- Research: 7th Annual Orlando UK Run at Ponce de Leon Draws Record Numbers
- Chinese Farm Group Enjoys a Taste of Orlando
- Orlando Emits Award at International Free Wine in Miami
- Connect With Us on Facebook
- Member Discipline and Refresher
- Educational Partnership Session
- Join Member Events

Industry News

- This Week at the Convention Center
- U.S. Commerce Secretary Speaks on Importance of Travel to U.S. Economy
- Travel Protection Act of 2009 Approved by U.S. Senate Commerce Committee
- Orlando Standard Celebrates Grand Opening of New Retail Space
- TSA Capses Down on Mismatched Tobacco IDs
- City Issues \$7.5M in Airport District
- Sedrocity Adds Campaign Will Focus on Nearby Markets at First

Market Indicators

- Central Florida Market Indicators
- National Travel Post Update
- National Industry Performance Indicators

Logging Update

- Weekly Lockers Update

OFFICIAL CVB NEWS

Delivering the Message

Marketing Orlando as the premier travel destination is your CVB's primary focus. One way to accomplish this is to tell Orlando's story to seatmen, meeting planners, members of the travel trade and media.

attend at the Chamber member rates. This partnership provides both memberships with additional opportunities for networking and business exposure. A great member benefit!

Still have questions? Check the membership section of the CVB's B2B Web site at orlandoinfo.com/members. The site is updated regularly with event and program information. And, of course, calls and e-mails to the Member Services department are always welcome!

"To Do List"

- ✓ Add orlandoinfo.com/members to list of Web address "favorites."
- ✓ Plan to attend the next Member Orientation and Refresher for an update on all of the CVB's marketing programs and activities; call 407-541-4303 or e-mail memberservices@orlandocvb.com.
- ✓ Join a Leads Group to expand your network of industry contacts. The schedule for all groups is found at orlandoinfo.com/members.

FREQUENTLY ASKED QUESTIONS ABOUT MEMBER SERVICES

Q. Is the Orlando CVB part of the city or county government structure?

A. Neither! The Orlando CVB is a private, not-for-profit corporation comprised of 1,200+ member companies. The CVB has a contract with Orange County to promote the Orlando area for tourism, meetings and business travel.

Q. How do I get my password for the "Members Only" section of CVB's B2B Web site?

A. Contact Member Services on the Member Hotline at 407-541-4303 or by e-mail at memberservices@orlandocvb.com.

Q. How do I obtain a copy of the Membership Directory?

A. The Membership Directory may be found online in the Member Benefits and Services section of the CVB's B2B site at orlandoinfo.com/members. The Directory is updated on a daily basis and provides the most current information available about all CVB members.

Q. I have a question about my dues renewal. Who do I call?

A. Contact Member Services at 407-354-5550.

Q. I have questions about CVB programs, but am not sure who to call.

A. Your best resource is the Member Hotline at 407-541-4303. The Member Services team promises to respond to you within eight business hours!

- ✓ Review the Online Membership Directory to ensure that company information is accurate, as well as to identify possible member-to-member opportunities.
- ✓ Attend the next Educational Partnership Session. The complete schedule is found in the membership section of the CVB's Web site at orlandoinfo.com/members.

- ✓ Submit information to memberservices@orlandocvb.com on member openings, hirings and promotions, awards, member testimonials, member-to-member discount offers and community outreach announcements for inclusion in weekly "Member Magic."

ADVERTISING IN OUR PUBLICATIONS

Publications Department: 407-363-5890 or publications@orlandocvb.com

In addition to producing such products as the consumer guides, the *Official Tour and Travel Reference Manual*, and the *Creative Meeting Professionals Guide*, the Publications Department offers full graphic and printing services for meetings and convention clients through its Everything Ink division. For more than 10 years, the team has produced pre-convention promotional and informational collateral, logos, stationery, magazines, and brochures. **At this time, Everything Ink is not available for production on creating advertisements to appear within our publications.**

The Publications Department usually requests ads to be sent in specific formats so that they will reproduce at the highest level possible. These requirements vary per publication, so always request a current specifications sheet for the publication or project you are participating in.

Below are some frequently used terms and questions in the publications area:

- **72 DPI**
Refers to the “dots per inch” used to make up an image. Most pictures in printing are made up of a dot pattern. The more dots, the sharper the image. Pictures are often saved to disk at 72 dpi for usage on the Internet, but this is NEVER sharp enough for printing purposes.
- **300 DPI**
Again, this refers to the “dots per inch” (see 72 dpi) and is the optimal minimum dot pattern for clear, beautiful photos when printing. A 300 dpi image can be re-saved as a 72 dpi image for the Internet, but this does not work the other way around. A low-resolution (lo-res) image cannot be converted into a high-resolution (hi-res) image.
- **BLEED SIZE**
Is the measurement that allows an image or color to appear to run off the page, leaving no white border. Industry standard requires the bleed image to extend beyond the crops by 1/8" on all four sides. The CVB will occasionally ask for 1/4" for added safety.



72 dpi
for web use only

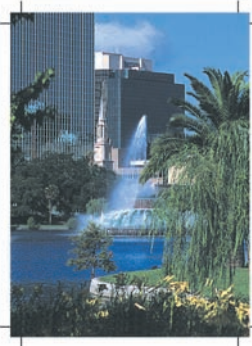


300 dpi
for all printing purposes

Full-page
image inside
live area
(leaving
gutter).



Full-page
image with
full-bleed
(bleed must
be at least
1/8" or .125"
beyond page
size).



- **CMYK**

Is the acronym for cyan, magenta, yellow and black, which are the four process colors used in printing to create all colors in a 4-color ad. When purchasing a 2-color ad from the CVB, it should only contain two of the colors listed above. For printing purposes, CMYK is the most widely used and cost-effective process.

- **CROPS-TRIM AREA OR DOCUMENT SIZE**

Refers to the actual size of the printed page or the final size of the publication.

- **EPS**

A user-friendly file format supported by virtually all graphic, illustration and page-layout programs. An EPS file is a postscript format that describes a small vector graphic. Vector graphics are images defined by geometric lines as opposed to dots.

- **GIF**

Used for Web purposes only. The GIF file does not support CMYK colors and is not a useable file format for printing.

- **JPEG**

A commonly used file format; however, JPEG compresses file size by selectively discarding data, therefore limiting quality. It is a printable file format, but not the most desirable.

- **LIVE AREA**

Refers to the area that all type and images should remain within so as not to be cut off in the binding and trimming process of a publication or other printed piece. The live area should be 1/4" in on all four sides of your crops-trim area or document size.

- **MAC-COMPATIBLE FILE FORMATS**

File formats used to create advertisements for printing purposes. The Orlando CVB uses Macintosh computers for print production; all PC users must convert/save their files to be Mac compatible. Advertisements created in the following programs are not acceptable: Pagemaker, Freehand, Corel Draw, Microsoft Word or Publisher, Photo Draw, Paint Shop, Excel, Word Perfect, etc. We do accept: QuarkXpress, InDesign, Illustrator, Photoshop. Ads created on a PC or in any of the programs that we do not accept should be saved as PDF/X-1a, EPS or Tiff format in CMYK with high-resolution images and with fonts embedded or converted to curves.

- **PDF/X-1A**

The Orlando CVB now accepts advertisements saved in the PDF/X-1a format for printing purposes. PDF/X-1a format eliminates many of the color, font, and resolution variables that lead to printing problems.

- **QUARK XPRESS**

Page-layout program. All links (art pieces, fonts, etc.) must be included with the Quark document for printed material.

- **RGB**

Stands for red, green, blue, and refers to the color process that uses varying percentages of those three colors to form all other colors.

RGB colors are usually what is seen on a computer monitor and are used when creating files for the Internet or for signage, but they are not acceptable for 4-color printing. All digital files used for print purposes must be converted to CMYK before submission to the CVB.

- **SPOT COLORS/PMS COLORS**

A spot color or PMS color is an individual, solid ink color. For all CVB printing, PMS colors must be converted to 4-color process (CMYK).

- **SWOP-CERTIFIED PROOF**

Any one of several available types of proof with color bars which has been calibrated to printing industry Standard Web Offset Press (SWOP) standards. This type of proof, which is usually prepared by a company that offers pre-press services, most accurately reflects the colors, fonts and other elements contained within an ad. Providing a SWOP-certified proof of your ad files will help the Publications Department to determine if your ad will print correctly as 4-color process, but a laser proof from a laser, inkjet, or other color printer not calibrated to printing industry standards does not accurately reflect possible problems within an ad file. Because of this, the Orlando CVB will not accept responsibility for the final outcome of an ad if only a laser proof is submitted.

- **TIFF**

A user-friendly image format supported by virtually all paint, image-editing and page-layout programs. A Tiff file does not utilize as much memory space as an EPS, but sustains a high quality for printing purposes.

FREQUENTLY ASKED QUESTIONS ABOUT PUBLICATION PROCEDURES

Q. Can I send my ad via e-mail, or load it to an FTP site?

A. The Orlando CVB does not have the capability to accept files via FTP, and the high-resolution (minimum 300dpi) files required for printing 4-color process may cause the final files to be too large to send via e-mail. In addition, sending an ad via e-mail does not provide the CVB with a color proof with which to verify the colors, fonts and other elements of the ad. Therefore, the preferred method of submission is on CD-ROM, accompanied by a color proof that represents the final

digital ad file at 100%. If, however, an ad is sent via e-mail, it is highly recommended that a hard-copy color proof be supplied separately.

Q. Must I send a color proof of the ad to the CVB?

- A. Providing a hard-copy color proof with the ad will make it possible for the publications department to check for unforeseen problems with color and trapping early in the production process, allowing time for corrections to be made, if required. Since a color proof from a laser, inkjet or other printer does not accurately reflect true color or possible problems within an ad file, it is highly recommended that the proof be a high-quality, SWOP-certified proof (see definition above), and the Orlando CVB will not accept responsibility for the final outcome of an ad without the submission of a SWOP-certified proof. Most pre-press and printing establishments can provide this type of proof.

If an advertiser chooses not to provide a SWOP-certified proof, the Orlando CVB still requests that a hard-copy proof of some type be supplied as a general indication of the way the advertiser expects the ad to appear in print. This is especially recommended when an ad has been submitted via e-mail, as a point of reference for verifying that no elements have dropped out of the ad during transmission through cyberspace.

Q. How is a PDF/X-1A file different from a regular PDF?

- A. PDF/X-1a format has quickly become a standard in the publishing industry and is the preferred format for submission of ads for Orlando CVB publications. Unlike a regular PDF, an ad saved in the PDF/X-1a format ensures that the file will pass through a pre-press installation without errors. High quality graphics and fonts are properly embedded and the ad will separate appropriately into the four-color process plates (CMYK) when the publication goes to press.

Q. What information do I need to provide when requesting a logo or map from the Orlando CVB?

- A. When requesting a map or logo it is important to let the Orlando CVB know how you will be using the logo (e.g., Internet usage, in a printed brochure, on a large banner, etc.). This information will determine the size and format needed. Members must also submit a completed logo policy form available from Member Services by calling the Member Hotline at 407-541-4303 or via e-mail at memberservices@orlandocvb.com.

When requesting maps from the Orlando CVB please indicate if you want a black and white or 4-color version. Maps must be used “as supplied” by the Orlando CVB. Alterations to the map files are not acceptable. Additional information such as the resolution required (72 dpi, 300 dpi), the file format (EPS, tiff, etc.) and whether or not the information needs to be placed on a disk, laser print or sent via e-mail is helpful. If this information is not available, the Orlando CVB will offer file suggestions.

Please note: If this information is too technical or you do not currently have an agency available to assist with your advertising, please ask your Membership & Advertising Sales Manager to provide you with a list of CVB members who specialize in this type of work.

UNDERSTANDING THE INDUSTRY’S JARGON AND ALPHABET SOUP!

Each industry has its own set of acronyms and lingo that make it unique. Orlando’s travel and tourism industry is no different! Following is a short list of “jargon and alphabet soup” intended to make it a bit easier for you to become familiar with this market!

- **AAA**
American Automobile Association (**aaa.com**); a nationwide organization that provides members with services that include travel agencies, highway services, legal services and travel and automobile insurance.
- **AARP**
American Association of Retired Persons (**aarp.org**); a nonprofit membership organization of persons 50 and older dedicated to addressing their needs and interests.
- **ABA**
American Bus Association (**buses.org**); a trade organization consisting of member bus lines, city and charter, throughout the country.
- **ABTA**
Association of British Travel Agents (**abta.com**); the principal trade association of travel agents and tour operators in the United Kingdom.

- **ARTA**
Association of Retail Travel Agents (artaonline.com); a trade association of U.S. travel agents.
- **ASAE**
American Society of Association Executives (asaenet.org); known as the “association of associations,” the society is dedicated to advancing the value of voluntary associations to society. Orlando played host to the ASAE Annual Meeting in 2000.
- **ASTA**
American Society of Travel Agents (astanet.com); the oldest and largest travel agent organization in the world.
- **B2B SITE**
Used by the CVB (orlandoinfo.com/cvb) to refer to its business-to-business Web site.
- **B&B**
Bed and breakfast accommodation.
- **BED TAX**
See “TDT.”
- **BIG BOX HOTELS**
Used to describe convention hotels with 100k+ square feet of meeting space.
- **THE BUILDING**
Used to describe the Orange County Convention Center.
- **CFHLA**
Central Florida Hotel Lodging Association (cfhla.org); the largest locally focused hotel-lodging trade association in the world; it addresses the needs of the local lodging community.
- **CITYWIDE**
Used to describe a very large convention which will need numerous hotels to house the delegates and will use the convention center.

- **CONSUMER**
Used by the CVB to refer to leisure travelers.
- **CONSUMER SITE**
Used by the CVB (**orlandoinfo.com**) to refer to its vacation planning Web site.
- **CVB**
Convention & Visitors Bureau.
- **DMAI**
Destination Marketing Association International (**iacvb.org**); trade association whose mission is to enhance the professionalism, effectiveness and image of destination management organizations worldwide.
- **DMC**
Destination management company; generally provides complete onsite management of meetings and conventions.
- **“THE DRIVE”**
See “I-Drive.”
- **EDC**
Metro Orlando Economic Development Commission (**business-orlando.org**); member organization devoted to the development of the region’s economy.
- **EIBTM**
European Incentive & Business Travel & Meeting Exhibition; a tradeshow for European incentive operators.
- **E-LEADS**
Daily business leads provided by the various CVB departments to members via e-mail. Also available on the “Members Only” site.
- **FACVB**
Florida Association of Convention & Visitors Bureaus (**facvb.org**).

- **FAIRSHARE**

A term used by the CVB to refer to the equal split between members and the CVB of the cost of a client event.

- **FAM**

Familiarization tour; a free or reduced-rate travel program to educate travel sellers about certain destinations in order to stimulate the sale of travel to that destination.

- **FIT**

Foreign Independent Travel; an international trip planned to an individual client's specifications, which is normally prepaid and usually unescorted. The hospitality industry uses this term to mean "frequent individual traveler."

- **GDS**

Global Distribution System; computerized hotel, airline and cruise line reservation systems which have international communication abilities.

- **HSMIAI**

Hospitality Sales & Marketing Association International (**hsmia.org**); professional association and information portal for those who direct sales and marketing functions in hospitality, travel and tourism.

- **I-DRIVE**

Term used by Orlando locals to refer to the International Drive area.

- **ITSA**

International Travel Services Association.

- **LBV**

Term used by Orlando locals to refer to the Lake Buena Vista area.

- **LODGER'S TAX**

See "TDT."

- **MPI**

Meeting Professionals International (**mpiweb.org**); largest trade

association representing the meetings industry, helps its members enhance their professional value by providing them with best practices, educational offerings and professional networking opportunities.

- **NTA**

National Tour Association (ntaonline.com); a trade association of North American motorcoach tour operators.

- **NTW**

National Tourism Week; an annual observance traditionally held the first or second week in May in which the economic importance of the travel and tourism industry is highlighted.

- **POWWOW**

A scheduled appointment show for international travel buyers, held in the U.S. and sponsored by the U.S. Travel Association. PowWow was held in Orlando in 1990, 2001 and 2006. It is scheduled to return in 2010.

- **PCMA**

Professional Convention Management Association (pcma.org); a non-profit international association of meetings professionals whose mission is to deliver breakthrough education and promote the value of professional convention management.

- **RACK RATE**

The public/retail rate as established and posted by a principal of a hotel, motel or resort; not a discounted rate.

- **RESORT TAX**

See “TDT.”

- **RTO**

Receptive tour operators handle the inbound, international package tour business.

- **SATW**

Society of American Travel Writers (satw.org); professional association

whose purpose is to promote responsible journalism, provide professional support and development for its members and encourage the conservation and preservation of travel resources worldwide.

- **SALES MISSION**

Individual sales calls to a targeted destination. The CVB uses this to refer to programs in which members can fair-share the cost of client events in targeted destinations.

- **SITE VISIT**

A tour of a property, venue or facility. The CVB uses this to generally refer to visits by meeting planners to area hotels and attractions.

- **SHOULDER SEASON**

The rate season between high season and low season when demand is average and the travel product will not produce the highest price, but does not need a deep discount to generate traffic.

- **SUPPLIER**

The actual provider of a travel product such as the hotel, airline, cruise ship, car rental agency, etc.; not the travel agent or tour operator selling the product.

- **SMERF**

Refers to the segment of the meetings market which includes social, military, education, religious or fraternal groups or associations.

- **TDT**

Tourist Development Tax; the tax levied on lodging stays (e.g., 6% in Orange County); also often referred to as the “bed tax,” “lodger’s tax” or the “resort tax.”

- **TOUR OPERATOR**

A company that negotiates discount rates, packages travel products, subcontracts their performance, prints brochures and markets these travel products through travel agents or directly to the general public.

- **TRAVEL AGENT**

A person qualified to advise and arrange travel needs for the traveling public, representing travel suppliers worldwide.

- **UNEXPECTED ORLANDO®**

Name given to the group of venues representing all of the cultural, eco-tourism, heritage and historic aspects of Orlando.

- **USTA**

U.S Travel Association (**tia.org**), formerly Travel Industry of America; the Washington, D.C.-based association that represents and speaks for the common interests and concerns of all components of the U.S. travel industry.

- **VISIT FLORIDA**

Created by the Florida Commission on Tourism, VISIT FLORIDA (**visitflorida.org**) promotes Florida tourism worldwide.

- **WHOLESALE**

A company that usually packages travel products, prints brochures and markets these packages through travel agents.

- **WTO**

World Tourism Organization (**worldtourism.org**); an organization created to promote and develop tourism in the interest of the economic, social and cultural progress of all nations.

- **WORLD TRAVEL MARKET**

A United Kingdom travel tradeshow generally held in November (**worldtravelmarket.com.uk**).

NEXT STEPS TOWARD MAXIMIZING YOUR MEMBERSHIP...

Now that you've read through your Member Handbook, what do you do next?

Getting involved with your membership is a sure way to maximize the return on your dues investment. Whether you belong to the Orlando CVB because you want to increase your exposure to the leisure, trade or meetings markets – or – because you want to grow your business by networking with industry partners, we have programs designed to help you achieve your goals. Below is a list of “next steps” that all members, regardless of company size or target market, can follow to make sure that they get the most from their membership! (For suggested department-specific steps, refer to the “To Do Lists” found in each department’s section of this Handbook.)

- ✓ Attend Member Orientation and Refresher
- ✓ Obtain UserName and Password for “Members Only” Site
- ✓ Add these CVB E-mail Addresses to Your Contact List:
 - destinationmeetingservices@orlandocvb.com**
 - international.marketing@orlandocvb.com**
 - leisure.marketing@orlandocvb.com**
 - memberservices@orlandocvb.com**
 - promotions@orlandocvb.com**
 - public.relations@orlandocvb.com**
- ✓ Join a Leads Group
- ✓ Attend Educational Partnership Sessions
- ✓ Follow-up on department E-LEADS by accessing the “Members Only” site
- ✓ Review and Update Online Listings
- ✓ Meet with Membership & Advertising Sales Manager to Evaluate Advertising and Marketing Programs
- ✓ Network at Monthly Member Events
- ✓ Read Weekly Member E-Newsletter
- ✓ Submit Information for Inclusion in *Member Magic*

Still have questions? Call the Member Hotline at 407-541-4303!

QUICK REFERENCE TO ORLANDO CVB PHONE AND E-MAIL ADDRESSES

CVB Office Main Number: 407-363-5800

CVB Member Hotline: 407-541-4303

CVB Vacation Planning Web Site.....orlandoinfo.com and visitorlando.com

CVB Business-to-Business Web Siteorlandoinfo.com/members

Community Relations

407-354-5586 orpublic.relations@orlandocvb.com

Convention Sales

407-363-5847 orkaren.harrington@orlandocvb.com

Destination Meeting Services

407-363-5827 oradrienne.six@orlandocvb.com

Interactive Services

407-354-5502 orwebmaster@orlandocvb.com

International Marketing

407-354-5513 orinternational.marketing@orlandocvb.com

Leisure Marketing

407-541-4269 orleisure.marketing@orlandocvb.com

Member Services

407-541-4303 ormemberservices@orlandocvb.com

Membership & Advertising Sales

407-354-5568 ormembershipandadvertising@orlandocvb.com

Publications

407-363-5890 orpublications@orlandocvb.com

Public Relations

407-354-5586 orpublic.relations@orlandocvb.com

Official Visitor Center

407-363-5872 orkim.reed@orlandocvb.com

Research Department

407-354-5543 orresearchdpt@orlandocvb.com

Strategic Alliance Marketing

407-363-5809 orpromotions@orlandocvb.com

MISSION STATEMENT

The mission of the Orlando CVB as the industry's leader is to market and brand the area globally as a premier leisure, convention and business destination for the continual economic benefit of the community.

VISION STATEMENT

Working together to be the premier marketing organization for the world's greatest destination.

Thank you to our Corporate Ambassadors:



To learn more about becoming a Corporate Ambassador, contact Membership and Advertising Sales at 407-354-5568.



Orlando/Orange County Convention & Visitors Bureau, Inc.®
6700 Forum Drive, Suite 100, Orlando, FL 32821
Member Hotline: 407-541-4303