



## ORGANIZATIONAL HIGHLIGHTS

**February 14, 2008**

### **Organizational Highlights – Fourth Quarter 2007**

My first year at the CVB has been one of great excitement, anticipation and challenges. Excitement, because our first national integrated advertising and marketing campaign was a huge step for the destination. Anticipation, because we hoped our efforts would lead to success for our industry and community, and it has. Challenges, because of the current conditions the national economy has placed on the tourism industry.

I'm pleased to say that the initial results of the 2007 campaign seem to be providing positive returns. We've seen increased occupancy levels at many of our hotels as well as increased traffic at Orlando International Airport. Additionally, the Tourist Development Tax (TDT) numbers, a major indicator of how our tourism industry is responding, were up a cumulative 7 percent for 2007. Our Endless Summer campaign helped stimulate a very successful fall for the area, working to drive those TDT and occupancy numbers higher.

As the new year begins, I want to take this time to update you on several projects in the works. First, the second phase of the domestic media campaign kicked off on January 14. Our two 30-second television spots feature the same creative as last year, due in part to an 86 percent approval rating amongst the target audience. Advertising has been placed on network programming's strongest shows including: "Grey's Anatomy", "Deal or No Deal", "Bones" and "60 Minutes". We've also negotiated destination specials with the Travel Channel, Fine Living and WE.

"Say Yes" to Orlando is our new theme that draws on parents' willingness to "Say Yes" to things like ice cream for breakfast and staying up late while on vacation in Orlando. The print inserts and ads will run in 26 magazines including *Better Homes & Gardens*, *Ebony*, *Food & Wine*, *Latina* and *Travel & Leisure* contributing more than 300 million impressions. In addition, online display ads with Yahoo and Google will contribute more than 92 million impressions.

The meetings and convention outlook for 2008 looks promising in many of our convention hotels, as well as the Orange County Convention Center. The unknown will be how the economy affects attendance and room block pick up. The National Association of Home Builders show is back as well as the Healthcare Information and Management Systems Society, and we've booked several more large shows to keep the Orange County Convention Center very active. These major conventions, as well as our overall meetings business, will continue to keep Orlando moving forward this year.

International visitors are returning, and with the weak dollar we expect to see increased visitation from our friends in Europe, South America, Mexico and Canada. With new air service provided by Aer Lingus, Lufthansa and Aeromexico, the international visitor has new opportunities to discover Orlando.

Our team has really worked hard in 2007 to ensure the success of the area's number one industry. We look forward to working with the tourism industry and community in 2008 and to continue to tell the Orlando story to many more. With your help, we will continue to grow our industry and to ensure we

remain the number one destination in the world.

Warmest regards,



Gary C. Sain  
President & CEO

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**Industry Performance**

**Orlando CVB Activities**

[Convention Sales](#)

[Consumer Marketing](#)

[Public Relations](#)

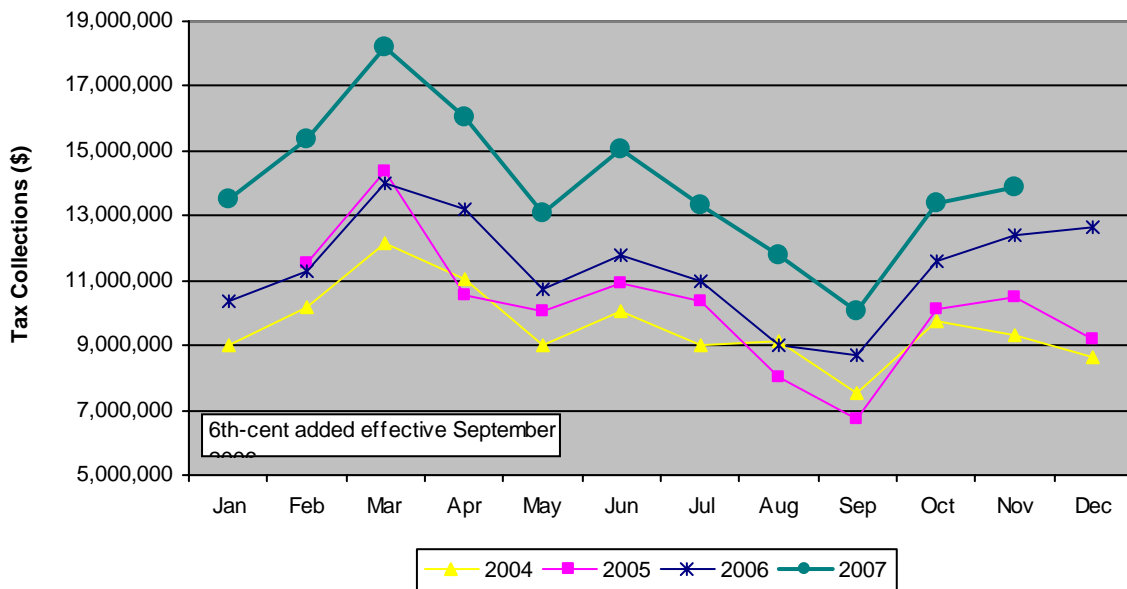
[Travel Industry Marketing](#)

[Community/Industry Relations](#)

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**INDUSTRY PERFORMANCE**

**Orange County Tourist Development Tax Collections**

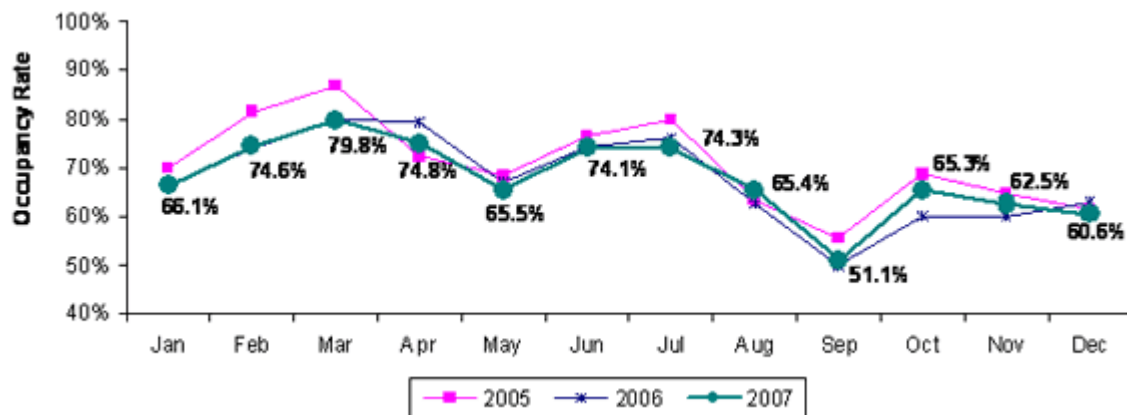


## Metro Orlando Lodging Indicators

The following results are based on the official 2007 year-end results provided by Smith Travel Research. Please note that Smith Travel Research information does not include Disney-owned and operated hotels, nor does it include the short-term rental of alternative accommodations such as timeshares, condos and vacation homes.

For more information, including results by region and for the convention-leisure segments, you may view the most recent monthly results by clicking [HERE](#). You may also view the latest weekly results by clicking [HERE](#).

**Metro Orlando Occupancy Rate**



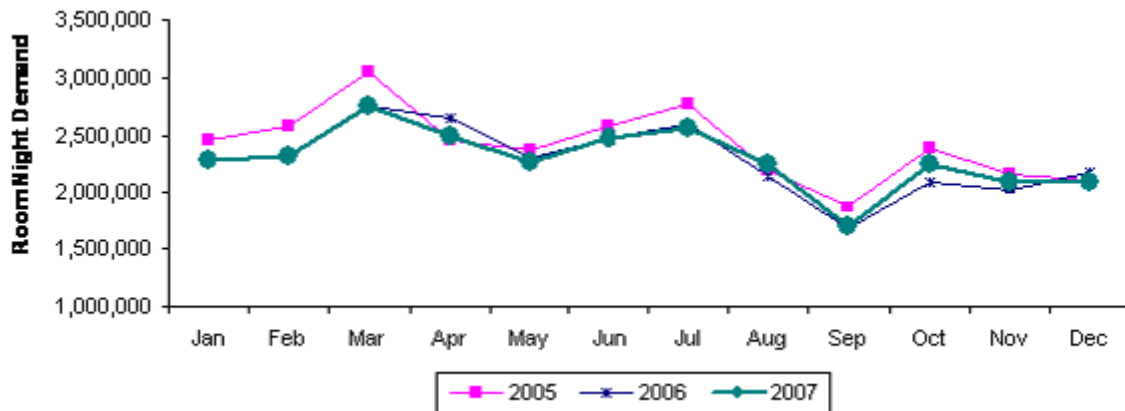
## Occupancy

	Quarterly Results			Year-to-Date Results		
	2007	2006	Variance	2007	2006	Variance
<b>Q4 2007</b>						
<b>Metro Orlando</b>	<b>62.8%</b>	61.0%	3.0%	<b>67.9%</b>	67.7%	0.3%
<b>National</b>	<b>57.8%</b>	58.2%	-0.7%	<b>63.2%</b>	63.3%	-0.2%
<b>Florida</b>	<b>58.0%</b>	59.2%	-2.0%	<b>64.1%</b>	65.8%	-2.6%

## Average Daily Rate

	Quarterly Results			Year-to-Date Results		
	2007	2006	Variance	2007	2006	Variance
<b>Q4 2007</b>						
<b>Metro Orlando</b>	<b>\$105.20</b>	\$101.07	4.1%	<b>\$105.82</b>	\$101.65	4.1%
<b>National</b>	<b>\$104.45</b>	\$98.40	6.1%	<b>\$103.64</b>	\$97.89	5.9%
<b>Florida</b>	<b>\$112.89</b>	\$106.66	5.8%	<b>\$117.35</b>	\$111.01	5.7%

### Metro Orlando Room-Night Demand



### Room-Night Supply & Demand

	Quarterly Results			Year-to-Date Results		
Q4 2007	2007	2006	Variance	2007	2006	Variance
Supply*	10,247,005	10,318,352	-0.7%	40,606,748	40,566,340	0.1%
Demand**	6,435,487	6,298,569	2.2%	27,536,868	27,484,043	0.2%

\*Room-night supply: number of hotel/motel rooms multiplied by number of days in the month

\*\*Room-night demand: room-night supply multiplied by occupancy rate

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## ORLANDO CVB ACTIVITIES

### CONVENTION SALES

Total	October-December 2007	Comparison to Goal		Comparison to Prior Year	
	Q4 2007	Goal	Variance	Q4 2006	Variance
Leads	770	856	-10%	806	-4%
Definites	343	n/a	n/a	434	-21%
Definite Attendance	450,443	472,700	-5%	491,944	-8%
Def Room Nights Estimated <sup>1</sup>	990,975	n/a	n/a	1,082,277	-8%
Def Room Nights Requested <sup>2</sup>	508,075	n/a	n/a	723,635	-30%

<b>Service Leads Issued</b>	502	n/a	n/a	559	-12%
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Total Year 2007		Comparison to Goal		Comparison to Prior Year	
Total	2007	Goal	Variance	2006	Variance
<b>Leads</b>	3,133	3,478	-10%	3,009	4%
<b>Definites</b>	1,498	n/a	n/a	1,477	1%
<b>Definite Attendance</b>	1,534,066	1,894,800	-19%	1,708,523	-10%
<b>Def Room Nights Estimated<sup>1</sup></b>	3,374,945	n/a	n/a	3,758,751	-10%
<b>Def Room Nights Requested<sup>2</sup></b>	1,995,365	n/a	n/a	2,356,547	-15%
<b>Service Leads Issued</b>	2,731	n/a	n/a	3,721	-28%

<sup>1</sup>Definite Room Nights Estimated = Definite Attendance multiplied by average length of stay (2.2 nights)

<sup>2</sup>Definite Room Nights Requested = Room blocks actually requested by meeting planners

The decline in numbers for fourth quarter 2007 compared to 2006 are due to several trends which have been identified:

- Overall, meeting planners are being extremely conservative in planning for future meetings. There seems to be a lack of confidence in moving forward, they are downsizing and saving costs where they can, and minimizing risks. This is having a negative impact on the CVB's leads and definites generation.
- There has been a trend all year of the size of groups that planners are booking. A recent sampling of both Executive Meeting Managers (EMM) and In-house size activity indicated a decline in meeting size in all markets.
- The booking cycle has shortened considerably. And in the fourth quarter, when there was some economic uncertainty, some groups decided to postpone booking or holding meetings, instead of contracting and then facing either attrition costs or cancellation costs.
- Due to the cycles of bookings, 2006 was a very good year for Orlando in confirming multi-year definites, thus driving attendance numbers. Similar opportunities did not exist in 2007.

Significant decrease in number of service leads can be attributed to three Destination Meeting Services managers being on family medical leave during calendar year 2007.

Tradeshows/Missions/FAMS	Date	No. of Attendees/Participants	Leads Generated/Peak Rooms/Total Room Nights
Tallahassee Society of Association Executives (TSAE) Education Day	10/17	147	0
Virginia Gold Cup	10/20	113	1/800/2,845

Florida Encounter	10/27-31	62	1/165/550
Mid Atlantic Conference & Expo (MACE)	11/1-2	75	Client Appreciation Event
Chicago Sales Mission	11/12-15	55	Client Appreciation Event
Fall National Coalition of Black Meeting Planners (NCBMP)	11/28-12/2	535	1/650/2,720 with more RFPs coming
DC Holiday Event	12/3-7	38	Client Appreciation Event
Association Forum of Chicagoland - Holiday Showcase	12/11	2000	11/4,021/6,922
International Association of Exhibition Management (IAEM)	12/11	2500	7/64,087/270,004

Number of Meeting Client Site Visits October - December 2007	41
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## CONSUMER MARKETING

### Canada Campaign

The Orlando CVB rolled out an integrated advertising and marketing campaign in the Ontario market in 4th quarter. The multi-faceted campaign began October 22 and included broadcast television advertising for the first time in that market, newspaper inserts and ads, and online advertising; promotions; travel trade communications; a custom Web site; and publicity initiatives. The four-week run of television advertising reached Southern Ontario's 4.7 million households by running in prime time, fringe and early morning programming on CTV, Global TV, CHTV and SUN TV. Print advertising reached more than 2 million Ontario households and featured a 16-page, full-color glossy insert that ran in five Ontario newspapers, followed by ads running in those same publications.

### Web Site Statistics

October-December 2007	Q4 Comparison to Goal			Comparison to Prior Year	
	Q4 Actual	Q4 Goal	Variance	Q4 2006	Variance
orlandoinfo.com Sessions*	782,994	1,281,000	-39%	827,262	-5%
Total Page Views	3,433,109	5,727,000	-40%	3,884,826	-12%
Time on Site (average)	7.94	8.6	-8%	7.65	4%
Pages Viewed/Visit	4.0	4.0	0%	4.2	-5%
Pages Viewed/Visit of More than 1 Page	6.5	7.4	-12%	7.2	-10%

Year 2007	Comparison to Goal			Comparison to Prior Year	
	Actual	Goal	Variance	2006	Variance
<b>orlandoinfo.com Sessions*</b>	4,272,733	4,700,000	-9%	3,294,340	30%
<b>Total Page Views</b>	20,551,286	20,900,000	-2%	17,335,486	19%
<b>Time on Site (average)</b>	8.05	8.60	-6%	8.45	-5%
<b>Pages Viewed/Visit</b>	4.4	4.0	10%	4.8	-8%
<b>Pages Viewed/Visit of More than 1 Page</b>	6.6	7.4	-11%	7.2	-8%

\*Represents hourly unique visitors.

We experienced hardware difficulties with the Web site in 4<sup>th</sup> quarter which resulted in fewer consumers being able to access our site and a reduction in site traffic versus the year prior.

### Promotions

During early 2008, we have two major promotions to support our Canadian campaign. We are partnering with the *Toronto Star* newspaper and TLN TV Network in January, then in March are teaming up with Parmalat Cheese for a major national consumer promotion highlighted by their \$500,000 TV buy. To support the CVB's U.K. campaign, we also have a national co-promotion in place with the *Daily Express* newspaper and *Raring2Go* magazine.

Here are some highlights from our 4<sup>th</sup> quarter activity:

October-December 2007	Media Value	Market	Form of Media	Circulation	Impressions
<b>Cooking Light - family themed promotion with national magazine</b>	\$28,000	United States	Print/Online	1,716,636	5,229,908
<b>Grandma's Molasses - holiday themed family promotion with national brand</b>	\$329,912	United States	Print/Online	8,932,835	30,041,572
<b>Toronto Sun - family themed newspaper promotion</b>	\$320,341	Toronto, ON Canada	Print/Online/POP	1,220,578	17,839,016
<b>Champs Sports - sports fan promotion with retail stores and Champs Sports Bowl</b>	\$324,825	United States	Television/Online	6,800,000	12,927,500
<b>TOTALS:</b>	<b>\$1,003,078</b>			<b>18,670,049</b>	<b>66,037,996</b>

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## PUBLIC RELATIONS

October-December 2007		Comparison to Goal		
	Annual Goal	Fourth Quarter Actual	Fourth Quarter Goal	Variance
Number of Clips	1,722	573	431	33%
Circulation	2,138,924,094	388,350,777	500,000,000	-2%
Value <sup>1</sup>	\$44,702,627	\$8.1M	\$11.1M	-27%

January-December 2007		Comparison to Goal		
	Annual Goal	YTD Actual	YTD Goal	Variance
Number of Clips	1,722	2,099	1,722	22%
Circulation	2,138,924,094	2,169,274,915	2,138,924,094	1%
Value <sup>1</sup>	\$44,702,627	\$37.2M	\$44.7M	-16%

<sup>1</sup>Value is determined by an independent service based on advertising rates. No multipliers are used in determination of circulation or value. The valuation system was evolved since more accurate information on Web sites is now available. This will cause the circulation values beginning January 1, 2007 and forward to be significantly lower than past years.

October-December 2007	Results
Press Tours	
Endless Summer Getaway October 5-8 Orlando, FL	Journalists representing: <i>Atlanta Journal Constitution</i> (circ. 362,426); <i>South Florida Parenting</i> ; <i>El Herald</i> ; <i>El Sentinel</i> ; <i>Sunsentinel.com</i> ; <i>SocialMiami.com</i> ; VISIT FLORIDA Guide & Web Site blog and <i>Wine News</i> . To date two articles have run in both the online and print versions of the <i>Atlanta Journal Constitution</i> , combining for a circulation of 16,486,113 and advertising equivalency of \$703,263.
AAA Press Trip October 15-16 Orlando, FL	Journalists representing: <i>Journey</i> and <i>AAA Living</i> .
Germany Spooky Thrilling October 22-26 Orlando, FL	Journalists representing: <i>Passauer Neue Presse</i> (circ. 205,246); <i>Hannoversche Allgemeine Zeitung</i> (circ. 721,537); <i>Rhein-Main-Presse</i> (circ. 350,000); <i>Berliner Kurier</i> (circ. 242,198); <i>Norddeutscher Rundfunk</i> (NDR Radio) (1,000,000 listeners) and Jorg Holzapfel, <i>ARD Radio</i> .
Gilbert & Manjura: Top Secret Press Trip October 26 Orlando, FL	Journalists representing: <i>AAA Living</i> ; <i>New York Daily News</i> (circ. 718,714); <i>Recommend</i> (circ. 61,000); <i>Coral Gables Gazette</i> (circ. 8,600); <i>AAA Home and Away</i> ; <i>Daily Herald</i> ; <i>Ladies Home Journal</i> ; <i>Parents</i> ; <i>travellady.com</i> ; <i>eons.com</i> and <i>grandparents.com</i> .
Lufthansa Pan European Press Trip	Journalists representing: <i>Der Standard</i> (circ. 117,759); <i>Economy</i> (circ. 80,998); <i>Finansavisen</i> (circ. 45,000); <i>Kauppalehti Optio</i> (circ. 81,377);

November 16-18 Orlando, FL	<i>Kompaniya</i> (circ. 67,500); <i>ORF</i> (circ. 60,000); <i>Polotiken</i> (circ. 116,310); <i>Travel Magazine</i> (circ. 7,000); <i>Vremya Novostey</i> (circ. 51,000) and <i>Zakenreis</i> (circ. 7,000).
Lufthansa Russian Press Trip November 30-December 2 Orlando, FL	Journalists representing: <i>Business and Vlast</i> (circ. 8,000); <i>Cosmopolitan</i> (circ. 15,000); <i>Expert Ural</i> (circ. 50,000); <i>inBaku</i> (circ. 10,000); <i>International Tourism</i> (20,000); <i>Kommersant-Spb</i> (circ. 13,000); <i>Kontakty</i> (circ. 56,000); <i>Kursiv</i> (circ. 15,000); <i>Roman Avrushin</i> (circ. 10,000) and <i>The Saint-Petersburg Times</i> (circ. 322,771).
Mexico Press Trip – Live It Up! December 10-14 Orlando, FL	Journalists representing: <i>Swishi Magazine</i> (circ. 35,000); <i>Caras Golf Magazine</i> (circ. 105,000); <i>BusinessStyle Magazine</i> (circ. 6,500); <i>Reforma Newspaper</i> (circ. 350,000); Travel Connection/Radio Fórmula (200,000 listeners also a travel industry Web magazine with 959,880 monthly hits) and <i>El Universal Newspaper</i> (circ. 350,000).
<b>PR Tradeshow/ Mission/Events</b>	<b>Results</b>
Society of American Travel Writers Annual Meeting October 5-10 Manchester, England	A total of 163 active journalists participated including editors from <i>Chicago Tribune</i> (circ. 559,404); <i>Miami Herald</i> (circ. 239,389); <i>Philadelphia Inquirer</i> (circ. 338,260); <i>Cleveland Plain Dealer</i> (circ. 334,195); <i>Smart Money</i> (circ. 842,347); <i>AAA World</i> (circ. 2,135,652) and <i>St. Petersburg Times</i> (circ. 288,807).
Mexico Media Mission October 8-12 Guadalajara and Mexico City, Mexico	Media appointments in Guadalajara included: <i>Asesoría Turística</i> (circ. 10,000); <i>Concepto Social</i> (circ. 5,000); Travelradio.com (6,000 travel agents daily); DK Radio 1250 AM (100,000 listeners); <i>Mural Newspaper</i> (circ. 44,413) and <i>El Occidental</i> (circ. 44,000). A media luncheon was held during the media mission in Guadalajara. Attending media included: Dalia Zuniga, <i>Publico Newspaper</i> (circ. 39,597); Ramón Godinez, <i>El Informador/Su Pasaporte</i> (circ. 42,000); Jorge Romo, <i>Ocho Columnas</i> (circ. 38,000); Lourdes del Muro, <i>DK Radio 1250 AM</i> (100,000 listeners) and Daniel Guerrero, <i>Asesoría Turística</i> (circ. 10,000). Media appointments in Mexico City included: <i>Swishy Magazine</i> (circ. 35,000); <i>Clara Magazine</i> (circ. 100,000); <i>Kena Magazine</i> (circ. 100,000); <i>Mercedes Magazine</i> (circ. 10,000); <i>Cinépolis</i> (circ. 200,000); <i>EXA</i> (circ. 50,000); <i>Mujeres Banorte</i> (circ. 50,000); <i>Millenio Newspaper</i> (circ. 82,382); <i>BusinessStyle Magazine</i> (circ. 6,500); <i>Reforma Newspaper</i> (circ. 161,000) and <i>El Economista Newspaper</i> (circ. 82,382). The following media attended the Meeting Professionals International luncheon sponsored by the Orlando CVB: <i>Más Expos Magazine</i> (circ. 10,000); <i>Agencia Finsat de El Financiero y Traveling, Buen Viaje Magazine</i> (circ. 10,000); <i>Hoy Turismo, Turinegocios Magazine</i> (circ. 25,000); <i>Press Mex, Tráfico Magazine Turístico, Grupo Editorial Impresiones Aéreas</i> and <i>Grupo Forum Reflexión y Análisis</i> . A trade and media appreciation dinner was hosted by the Orlando CVB and attended by the following media: <i>Revista Nueva</i> (circ. 120,000); <i>Swishy Magazine</i> (circ. 35,000); <i>Diez Magazine</i> (circ. 50,000); <i>Status Magazine</i> (circ. 12,500); <i>Destinos &amp; Convenciones Magazine</i> (circ. 8,000); <i>El Economista</i> (circ. 82,382); <i>Mundo Ejecutivo</i> (circ. 30,273); <i>Mujeres Banorte</i> (circ. 50,000); <i>Turistampa</i> (circ. 14,000); <i>The Luxe &amp; Class</i> (circ. 25,000); <i>Mapas Editorial</i> (circ. 55,000); <i>Invertour</i> (circ. 10,000); <i>Grupo BT</i> (30,000 internet visitors); <i>Grupo Editorial Via Satélites.A.De.C.V.</i> (circ. 400,000) and <i>TV Azteca</i> (15 million viewers).
See America Week Brazil October 22-23 Brazil	Media appointments included: <i>Jornal Diário do Comércio/ Revista Vogue Viagem</i> (circ. 35,000); <i>Jornal Momentos</i> ; <i>TV Travel News</i> ; Bruno Leone, <i>TV Programa Paulo Leoni</i> (circ. 600,000); <i>Betty Abrahão &amp; Você</i> (1.5 million

	viewers); <i>Jornal O Estado de São Paulo</i> (circ. 345,000); <i>Newspaper Morumbi.net</i> (circ. 10,000); <i>Revista Host</i> (circ. 15,000); <i>Brasilturis Jornal</i> (circ. 16,000); <i>Revista Absoluta</i> (circ. 10,000) <i>Gente</i> ; <i>Folha do Turismo/ Mercado e Eventos</i> (circ. 80,000); <i>Jornal Banstur</i> (circ. 30,000); <i>Jornal Brand News</i> (circ. 4,200); <i>TV Travel News</i> (7 million viewers); <i>TV Program Paulo Leoni</i> ; <i>Próxima Viagem Magazine</i> (circ. 75,000); <i>Aventura &amp; Ação Magazine</i> (circ. 30,000); <i>Business Travel Magazine</i> ; <i>Jornal Folha de São Paulo</i> (circ. 413,300) and <i>Jornal DCI</i> (circ. 40,000).
Canadian Signature Events October 23-25 Montreal and Toronto, Canada	Event attendees included journalists representing the following publications: <i>CAA Magazine</i> ; <i>CARP News Fifty Plus</i> ; CFRB-AM; "The Chris Robinson Travel Show"; KrollTravel.com; Journeywoman.com; Openjaw.com; <i>Toronto Star</i> (circ. 463,840); <i>Toronto Sun</i> (circ. 249,000); <i>Travel Courier</i> (circ. 10,399); TRAVELHotNews.com; <i>Travel Industry TODAY</i> ; <i>Travelweek</i> (circ. 12,887); travel-travel-travel.com; <i>Weddings &amp; Honeymoons</i> (circ. 30,000); <i>Canadian Jewish News</i> (circ. 17,000); <i>Canadian World Traveller</i> ; <i>Camping Caravanning</i> (circ. 50,000); <i>enRoute</i> (circ. 181,000); Jaimonvoyage.ca; <i>Le Devoir</i> (circ. 30,000); <i>Le Journal de Montreal</i> (circ. 313,597); <i>The Suburban</i> (circ. 64,000); <i>Jewish Standard</i> (circ. 14,900); <i>JewishTribune</i> (circ. 62,530); <i>Tourisme Plus</i> (circ. 7,500); TravelSmart Publishing and <i>Ulysses Travel Guides</i> .
ABAV October 24-27 South America	Attended the <i>Proxima Viagem Magazine</i> (circ. 56,000) lunch on October 25th and met with Ronnie Hein the editor at the show and discussed new story angles for Orlando editorials in 2008. Other media appointments included: <i>Folha Turismo</i> (circ. 80,000); <i>Folha de São Paulo</i> (circ. 408,000); <i>Panrotas</i> ; <i>Viagem e Turismo</i> (circ. 110,000) and <i>Report Americas</i> (circ. 17,500).
World Travel Market November 12-15 London, England	Gary Sain interviewed with WTM's official radio partner, Broadcaster's Bulletin. Content of interview syndicated to a number of radio stations across the UK. Publicasity also secured an on-stand interview, conducted by Elaine Hayes, for British Eurosport. Eurosport is viewed by 107 million homes throughout 56 different countries.
New York Member Mission November 13-15 New York	Media appointments included: <i>Travel + Leisure Family</i> (circ. 275,000); <i>Travel + Leisure Golf</i> (circ. 303,310); <i>Redbook</i> (circ. 2,407,000) and <i>Budget Travel</i> (circ. 607,456). The CVB PR team also met with <i>The New York Times</i> (circ. 1,037,828) and <i>Family Circle</i> (circ. 4,298,117). Journalists attending the two events represented the following publications: <i>Woman's Day</i> (circ. 4,079,707); <i>Endless Vacation</i> (circ. 1,715,564); <i>Quick and Simple</i> (circ. 275,000); <i>American Baby</i> ; <i>Fortune Small Business</i> ; <i>Modern Bride</i> ; <i>Seventeen</i> (circ. 2,052,066); <i>Hotel Interactive</i> ; <i>Family Travel Times</i> ; <i>Multicultural Travel News</i> ; <i>Family Travel Forum</i> ; <i>Traveler's USA Notebook</i> ; <i>Spa Review Magazine</i> ; <i>Travel Agent Magazine</i> (circ. 51,439); <i>NY Metro Parents</i> ; <i>Plenty</i> (circ. 100,000); <i>Fodor's Travel Publications</i> ; <i>Successful Meetings and Arts Management</i> .
Dublin Inward Mission November 20-21 Dublin, Ireland	Media appointments included: <i>The Irish Daily Mirror</i> ; <i>The Sunday Tribune</i> (circ. 70,192); <i>Ireland at Your Leisure</i> (circ. 150,000); <i>Irish News of the World</i> (circ. 155,762); <i>GoHop.com</i> ; <i>Sunday World</i> (circ. 274,143); <i>The Irish Sunday Mirror</i> (circ. 45,044); <i>Business Travel</i> (circ. 8,500); <i>Woman's Way</i> (circ. 26,448); <i>Abroad Magazine</i> (circ. 10,000); <i>Metro Ireland</i> (circ. 75,381); <i>Intermezzo</i> (circ. 12,000); <i>Going Places Magazine</i> (circ. 10,000); <i>The Irish Daily Star</i> (circ. 107,035); <i>The Irish Daily Star Sunday</i> (circ. 46,835); <i>The Irish Sun</i> (circ. 108,783); <i>Irish Daily Mail</i> and <i>Irish Mail on Sunday</i> (circ. 125,254). As a result, eight journalists would like to attend a group fam trip with a further two journalists requesting an individual fam trip.

No. of Individual Press Trips to Orlando	No. of Journalists	
October 1-December 31	14	<ul style="list-style-type: none"> <li>• Ingrid Tharasook, <i>Fortune Small Business</i></li> <li>• John Riley, American Family Radio</li> <li>• Jennifer Michels, Family Travel Planet/Visit Florida Family Expert Blog</li> <li>• Victoria Mason, Radio Palm Beach</li> <li>• Samantha Chapsnick, Orbitz.com</li> <li>• Mauricio Fajardo, <i>Executive Traveler</i></li> <li>• Ernesto Rodas, <i>Family Vacation Getaways</i></li> <li>• Cookie Freund, Freelancer</li> <li>• Trish Utter, <i>Good Life Community Magazine</i> (two trips)</li> <li>• Alison Rouse, <i>Montgomery Parents</i></li> <li>• Salina Heller, <i>WEAU-TV</i></li> <li>• Wayne Filowitz, <i>WRPB Radio/Radio Palm Beach</i> (two trips)</li> </ul>

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## TRAVEL INDUSTRY MARKETING

### United States/Canada

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
Canada Sales Mission	Oct. 22-25	Toronto, Montreal, Canada	Reached a total of 397 travel professionals during a hosted dinner and travel trade events in Toronto and Montreal. Events were held in conjunction with launch of Canada consumer advertising campaign and related media events.
VISIT FLORIDA VIP Tour Operator Luncheon	Oct. 25	Montreal	Participated in event attended by 28 tour operators.
National Tour Association (NTA)	Nov. 2-6	Kansas City, MO	A total of 200 tour operators in attendance; conducted appointments with 36, generating 18 leads.
Luxury Travel Expo/Home-based Agents Show	Dec. 4-6	Las Vegas, NV	Attended by more than 3,000 travel agents. Approximately 300 agents visited the Orlando booth for destination information.
American Express Canada Fam	Dec. 9-11	Orlando	Hosted 9 senior travel counselors from Montreal.

### Latin America

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
Sales Calls	Oct. 9-11	Guadalajara & Mexico City	Conducted calls to 14 of Mexico's leading wholesalers based in Guadalajara and Mexico City.
Incentive Planner Breakfast Event	Oct. 11	Mexico City, Mexico	Hosted 12 meeting and incentive planners to discuss Mexican meetings/incentive market.

Luncheon Event – Meeting Professionals International (Mexico Chapter)	Oct. 11	Mexico City, Mexico	Gary Sain was featured as keynote speaker at Mexico City Chapter of MPI attended by 50 local members.
Wholesaler Appreciation Event	Oct. 11	Mexico City, Mexico	Hosted dinner event at which 40 wholesalers and airline representatives were in attendance, along with 16 media representatives.
Discover America Seminar – Brazil	Oct. 22	São Paulo, Brazil	Organized by TIA, the event attracted 248 travel industry contacts.
Sales Calls – Brazil	Oct. 22-23	São Paulo, Brazil	Conducted calls to 8 wholesalers in conjunction with ABAV show.
ABAV (Association of Brazilian Travel Agents) Trade Show	Oct. 24-27	Rio de Janeiro, Brazil	Orlando booth area was visited by 990 travel professionals at Brazil's annual travel trade exhibition. Overall attendance at show by trade exceeded 24,000.

## Europe

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
Caleidoscopion Italian Fam	Oct. 2-7	Orlando	Hosted 8 travel agents
American Airlines/Marriott German Fam	Oct. 5-7	Orlando	Hosted 10 travel agents
American Holidays Irish Fam	Oct. 6-8	Orlando	Hosted 12 travel agents
Travel Trend Dutch Fam	Oct. 9-12	Orlando	Hosted 10 travel agents
Tour America Consumer Show	Oct. 13-15	Dublin, Ireland	Represented at show hosted by one of the leading Irish tour operators to the U.S., Tour America. Made contact with 200 consumers in attendance with exposure to more than 16,000.
VISIT FLORIDA Tour Operator Luncheon	Oct. 15	Dublin, Ireland	Attended by 23 representatives of the Irish travel trade
Visit USA Ireland Seminar	Oct. 15	Dublin, Ireland	Presentation to 50 travel agents
VISIT FLORIDA Southern Tour Operator Luncheon	Oct. 18	London, UK	Attended by 12 tour operators
Cosmos Holidays Training Seminar	Oct. 24	Stockport, UK	Presentation to 21 sales, customer service and marketing staff of Cosmos.
Naar Italian Fam	Oct. 20-22	Milan, Italy	Hosted 10 Dutch travel agents
Lufthansa Inaugural Event	Oct. 30-Nov. 1	Orlando	Three-day event hosted for 49 VIPs, staff and crew of Lufthansa Airlines to introduce their inaugural service from Frankfurt.
Lufthansa Hamburg, Germany Fam	Nov. 4-9	Orlando	Hosted 12 travel agents
FlyAway Tours Norway Fam	Nov. 5-13	Orlando	Hosted 10 travel agents
Lufthansa Hilton German Fam	Nov. 7-9	Orlando	Hosted 9 travel agents

Lufthansa SATO German Fam	Nov. 7-11	Orlando	Hosted 12 travel agents for Lufthansa's top military account, SATO.
Team America/Viaggi del Delfino Italian Fam	Nov. 8-13	Orlando	Hosted 21 travel agents
Thomas Cook/Neckermann Educational Seminar	Nov. 9	Frankfurt, Germany	Presentation to 19 reservation agents and production staff
Willy Scharnow German Fam	Nov. 10-14	Orlando	Organized by Willy Scharnow Foundation which provides ongoing education for new travel professionals; hosted 16 travel agents
Travel Vision South Africa Fam	Nov. 13-15	Orlando	Hosted 12 travel agents
World Travel Market	Nov. 11-15	London, UK	Represented at one of Europe's leading annual travel trade exhibitions. Completed 46 appointments with tour operators and industry contacts, generating 15 leads. Made contact with an additional 73 travel professionals.
Visit USA Italy Showcase	Nov. 15-17	Florence, Italy	Conducted appointments with 17 Italian tour operators during the show.
Travel City Direct Training	Nov. 27-28	Swansea, UK	Presentation to 33 product managers, customer service staff, reservation agents at Travel City Direct call center.
UK Super Fam	Dec. 3-10	Orlando	Hosted 84 UK travel agents who had completed Orlando Holiday Specialist program.

## Asia

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
Southeast U.S. (SEUS) Japan Association	Oct. 14-16	Tokyo, Japan	Annual joint meeting
Discover America Seminars	Nov. 13-14	Osaka, Japan	Conducted educational presentations for local Osaka travel agents; participation totaled 320 agents.

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## COMMUNITY/INDUSTRY RELATIONS

- The Orlando CVB held its 9th Annual TOPS Appreciation event. The objective of TOPS Appreciation is to show the 150 officers of the Tourist Oriented Policing Sector our appreciation on behalf of the hospitality community and to foster stronger relationships between the Orlando Police Department, Orange County Sheriff's Office and the Orlando CVB. The CVB provided breakfast and lunch for all three stations on both days and organized raffle prizes for the officers.
- Implemented support for Bowl-a-palooza with the inclusion of the event as the featured event on the calendar of events. In addition to Web stories, news releases for the official announcement of Bowl-a-palooza, the Orlando Citrus Parade, bowl game activities and the parade float movement

were distributed. Follow-up calls were made to local media for the float movement from the Orange County Convention Center on December 28, 2007. WKMG and WFTV sent crews and helicopters to follow the floats.

- Presentations were made to 12 groups with a total audience of 1,780 including Rosen College, Crummer Graduate School of Business, Metro Orlando Urban League, Meeting Planners International Luncheon, Wholesalers and Media Dinner, Dr. Phillips Rotary Club, The Orlando District Urban Land Institute, PhoCus Wright Executive Conference, Leadership Orlando Arts and Culture, Orlando Business Journal I-Drive Update Breakfast and Leadership Orlando Economic Leadership Session.
- The CVB's 24th Annual Meeting took place on December 14 at the Buena Vista Palace Hotel & Spa. Close to 800 members, guests, elected officials and the media attended. Three "You're A Star" awards were presented to Orlando CVB members who go "above and beyond" in their service to the organization: Susan Fattuta, Meeting Movers; Leigh Jones, Orlando Premium Outlets; and Pat Hoffman, retired. Additional a "Local" award was presented to Melvin Philpot for his assistance in bringing the American Association of Blacks in Energy convention to Orlando.

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#### About the Orlando CVB

Mailing Address: 6700 Forum Dr, Suite 100, Orlando, FL 32821

The Orlando/Orange County Convention & Visitors Bureau, Inc.® (Orlando CVB) is the only officially recognized sales and marketing organization for the Orlando and Orange County area. Chartered in 1983 as a private not-for-profit organization, we represent approximately 1,400 private businesses that make up the area's tourism industry.

We are dedicated to promoting the area as one of America's great vacation and meeting destinations and providing comprehensive, unbiased information to all travelers.