



## ORGANIZATIONAL HIGHLIGHTS

**February 26, 2009**

### **Organizational Highlights – Fourth Quarter 2008**

The last three months of 2008 were challenging for our industry. Meeting and convention attendees, as well as leisure travelers, have seen their budgets shrink due to the deteriorating world economy; this will certainly affect how people will travel in 2009. It continues to be our mission at the Orlando/Orange County Convention & Visitors Bureau, Inc., to ensure that both leisure and business travelers discover the incredible value and affordability that our destination has to offer. In addition, we want to connect them with business partners, as well as family members, so that they can build relationships that make their businesses and families thrive during these difficult times.

In 2009, we will have to work even more closely with industry partners to keep our destination top of mind for those that are planning to take a vacation. That is why we recently launched our newest leisure travel campaign, "Orlando Makes Me Smile." Predominately an internet and print campaign, it is targeted against our core audience, "Moms," as well as our other targeted groups, and was launched at the beginning of the year. "Orlando Makes Me Smile" delivers on the Orlando experience, where families can reconnect, recharge and have fun. Who doesn't want to have a reason to smile today?

In the fourth quarter of 2008, we launched several initiatives in our second largest international market, Canada. We focused the majority of our marketing efforts on the Ontario market. A fully integrated print, television and radio campaign was implemented. In addition, we maximized our marketing dollars through a strategic partnership with itravel2000.com, Canada's number one travel booking Web site, that extended our television media buy to 11 weeks. We are proud to announce that the campaign and partnership increased itravel2000.com sales to Orlando by 42 percent and made Orlando the number one booked destination on the site.

We also extended the Orlando brand with promotions with nationally recognized brands like Club Libby Lu, Campbell's Soup and *Women's Day*. On January 12, we kicked off a Canadian promotion with Country Style Restaurants where six million coffee cups will be distributed with Orlando imagery and a chance to win a trip to Orlando. Canada is still very hot on Orlando, even though it's frigid up north.

TAM Airlines began direct service to Orlando from São Paulo, Brazil on November 21. This new service was a community collaboration that opens up the Brazilian market to leisure and business travel to Orlando. We are extremely excited about this new service and will be working closely with TAM to ensure it is a success.

Businesses are cutting expenses in the short term and that has affected our in-house meeting bookings for the fourth quarter of 2008, but there is a bright spot on the horizon. This year our convention sales team surpassed their "citywide" attendance booking goal for future conventions and meetings by seven percent and by 28 percent over 2007's bookings. I am proud of the entire convention and meeting sales team for their effort and success. And, we have rolled out a new promotion for 2009 to encourage short-term bookings.

We are all aware 2009 will present challenges. However, I assure you that the Orlando/Orange County CVB team will work extremely hard to ensure Orlando receives a disproportionate share of leisure and business travel. We all must work more closely together than ever before and stay focused on our core mission ... to market, brand and sell the greatest destination on earth.

Warmest regards,



Gary C. Sain  
President & CEO

**Industry Performance**

**Orlando CVB Activities**

**Meetings & Conventions**

**Leisure Marketing**

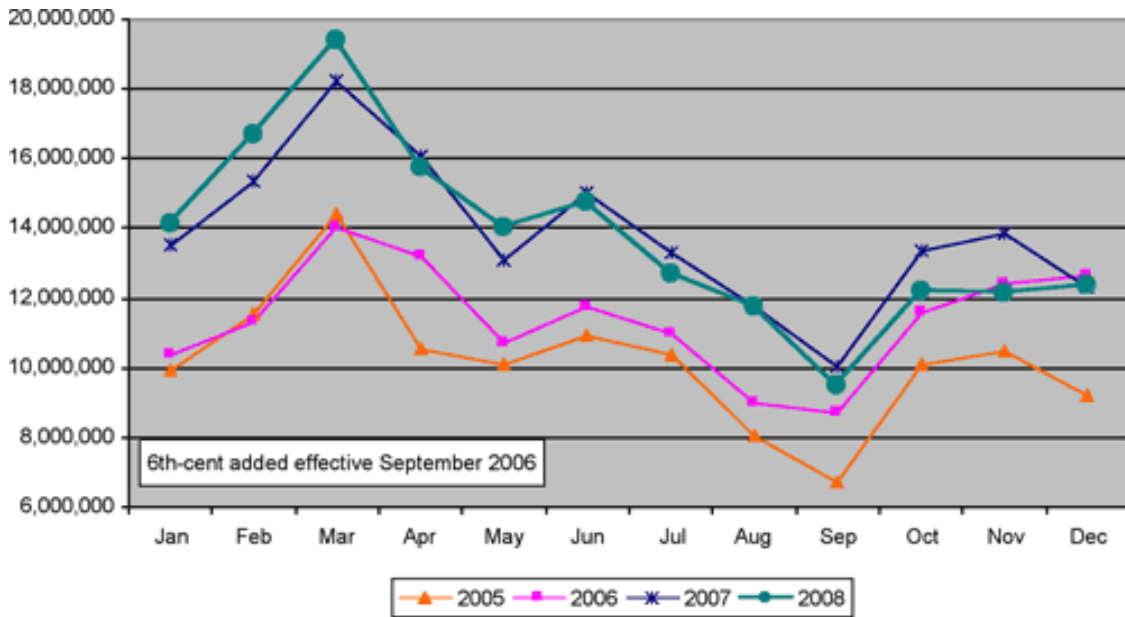
**Public Relations**

**Travel Trade Marketing**

**Community Relations/Public Affairs**

**INDUSTRY PERFORMANCE**

**Orange County Tourist Development Tax Collections**

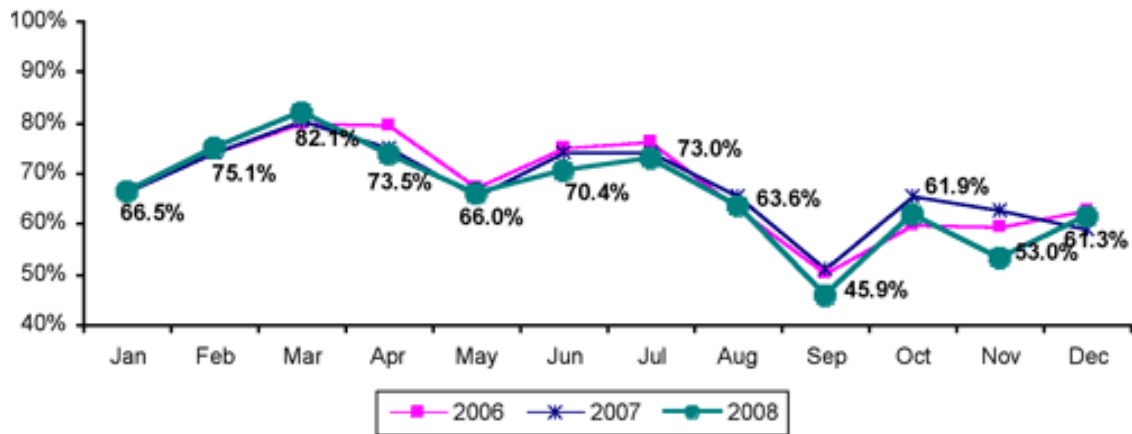


**Metro Orlando Lodging Indicators**

The following results are based on the official January through December results released 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 data by region, and for the convention/leisure segments, you may view the most recent monthly results [HERE](#). You may also view the latest weekly results [HERE](#).

**Metro Orlando Occupancy Rate**



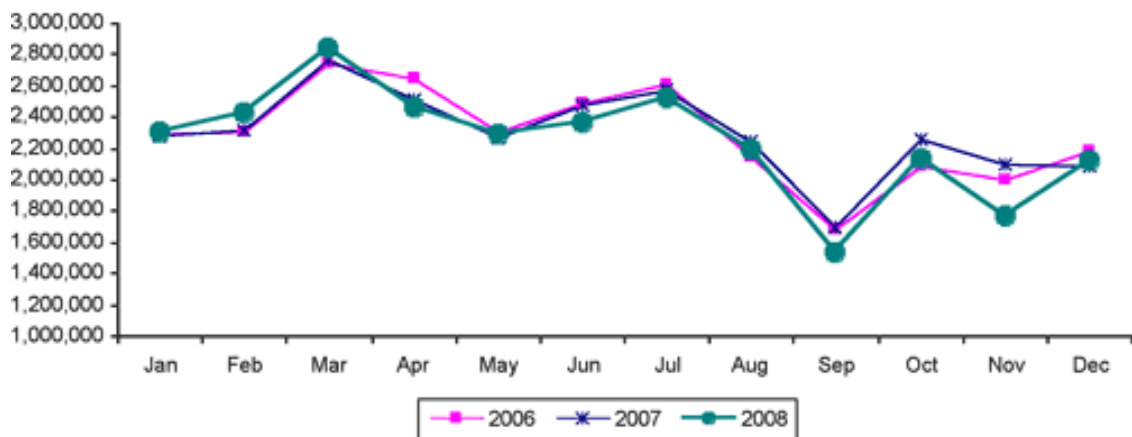
**Occupancy**

Q4 2008	Q4 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance
Metro Orlando	58.8%	62.8%	-6.4%	65.9%	67.9%	-3.0%
National	53.1%	57.7%	-8.0%	60.4%	63.1%	-4.3%
Florida	53.9%	57.8%	-6.7%	60.9%	64.0%	-4.8%

**Average Daily Rate**

Q4 2008	Q4 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance
Metro Orlando	\$100.92	\$105.56	-4.4%	\$106.11	\$105.84	0.3%
National	\$102.94	\$105.11	-2.1%	\$106.55	\$104.04	2.4%
Florida	\$108.24	\$113.23	-4.4%	\$117.85	\$117.90	0.0%

**Metro Orlando Room Night Demand**



**Room-Night Supply & Demand (in thousands)**

Q4 2008	Q4 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance

<b>Supply<sup>1</sup></b>	<b>10,255</b>	10,247	0.1%	<b>40,873</b>	40,607	0.7%
<b>Demand<sup>2</sup></b>	<b>6,029</b>	6,435	-6.3%	<b>26,994</b>	27,572	-2.1%

<sup>1</sup> Room-night supply: Computed each month by taking the number of hotel/motel rooms multiplied by number of days in the month

<sup>2</sup> Room-night demand: Computed each month by taking the room-night supply multiplied by occupancy rate

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## ORLANDO CVB ACTIVITIES

### MEETINGS & CONVENTIONS

This quarter the in-house and executive meeting team saw a decline in the number of leads issued, as well as converted definites. All indications are that these declines were a direct result of the sluggish economy and the pressure on travel and entertainment expenses, in particular the impact they had on corporate meetings. Due to the economic uncertainty and budget cuts, many planners were uncomfortable to move forward with researching new programs for the upcoming year, or signing outstanding contracts. The City-Wide team had a strong booking quarter based on the fact that the economic conditions are having less of an impact on future years. In fact, definite attendance booked for future years was up 11 percent.

The Orlando CVB launched a MICE (Meetings, Incentives, Congresses and Exhibitions) effort in four key international markets: Brazil, United Kingdom, Canada and Mexico. The MICE market in those countries will be targeted via trade show attendance, a dedicated international collateral piece, VIP visits to Orlando by meeting planners, MICE Tour Operators and MICE media.

A very successful kick-off event was held in São Paulo, Brazil in October, resulting in 13 leads and four definite bookings for 2010 totaling more than \$3 million in spending.

Trade shows and events that our team will be participating are MITM, Cartagena, Colombia; Grupo Radar, São Paulo, Brazil; Confex, London, England; Incentiveworks, Toronto, Canada; and EIBTM, Barcelona, Spain.

### Convention Sales Performance

Oct-Dec 2008	Q4 2008		Comparison to Goal		Comparison to Prior year	
	Need Time*	Total	Q4 Goal	Variance	Q4 2007	Variance
<b>Leads Issued</b>	<b>202</b>	<b>570</b>	<b>869</b>	<b>-34%</b>	<b>769</b>	<b>-26%</b>
City-Wide	40	80	96	-17%	80	0%
In-House	98	261	461	-43%	380	-31%
Executive Meetings	64	229	312	-27%	309	-26%
<b>Definites</b>	<b>98</b>	<b>276</b>	-	-	<b>328</b>	<b>-16%</b>
<b>Definite Attendance</b>	<b>161,860</b>	<b>557,814</b>	<b>475,070</b>	<b>17%</b>	<b>450,443</b>	<b>24%</b>
City-Wide	123,600	460,950	333,968	38%	339,614	36%
In-House	33,944	81,949	123,418	-34%	94,193	-13%
Executive Meetings	4,316	14,915	17,684	-16%	16,636	-10%
<b>Definite Room Nights Estimated<sup>1</sup></b>	<b>356,092</b>	<b>1,227,191</b>	-	-	<b>990,975</b>	<b>24%</b>
<b>Definite Room Nights Requested<sup>2</sup></b>	<b>251,318</b>	<b>614,377</b>	-	-	<b>508,075</b>	<b>21%</b>

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

2 Definite Room Nights Requested = Room blocks actually requested by meeting planners

\*Need Time = Events with Meeting Start Date in July through December of any future year

Jan-Dec 2008	YTD 2008		Comparison to Goal		Comparison to Prior year	
	Need Time*	Total	YTD Goal	Variance	YTD 2007	Variance
<b>Leads Issued</b>	<b>1,091</b>	<b>2,705</b>	<b>3,468</b>	<b>-22%</b>	<b>3,132</b>	<b>-14%</b>
City-Wide	143	290	348	-17%	315	-8%
In-House	521	1,364	1,872	-27%	1,689	-19%
Executive Meetings	427	1,051	1,248	-16%	1,128	-7%
<b>Definites</b>	<b>365</b>	<b>1,162</b>	<b>-</b>	<b>-</b>	<b>1,498</b>	<b>-22%</b>
<b>Definite Attendance</b>	<b>752,617</b>	<b>1,700,979</b>	<b>1,750,000</b>	<b>-3%</b>	<b>1,534,066</b>	<b>11%</b>
City-Wide	569,700	1,263,152	1,185,784	7%	983,994	28%
In-House	156,988	376,534	493,496	-24%	485,661	-22%
Executive Meetings	25,929	61,293	70,720	-13%	64,411	-5%
<b>Definite Room Nights Estimated<sup>1</sup></b>	<b>1,655,757</b>	<b>3,742,154</b>	<b>-</b>	<b>-</b>	<b>3,374,945</b>	<b>11%</b>
<b>Definite Room Nights Requested<sup>2</sup></b>	<b>769,308</b>	<b>2,142,791</b>	<b>-</b>	<b>-</b>	<b>1,994,890</b>	<b>7%</b>

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

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## Convention Marketing Update

- A 'Wow' meeting planner video highlighting Orlando in a new, exciting way is being created. It includes shooting of the exciting International Association of Amusement Parks and Attractions show. In addition, a 30-second video for use at Professional Convention Management Association has been created. It is dynamic, fast-paced, and designed to highlight our discernable differences as a destination.
- *Corporate & Incentive Travel Magazine* – Gary Sain, the Orlando CVB CEO & President, was featured on a recent cover of this publication. Additionally, an in-depth article inside focuses on the 'new Orlando' (details of new infrastructure changes and improvements.) The Orlando CVB and the Orange County Convention Center jointly sponsored both an educational session and participation in a "tailgate party" at the January PCMA Show. The partnership also included joint advertising in the pre-show issue of *Convene Magazine*, and joint sponsorship of 2009 calendars featuring compelling photos of both Orlando and the Orange County Convention Center.
- The Orlando CVB's Meeting & Conventions team recently ran its first keyword search campaign, recommended by the Orlando CVB's online agency. Google results were extremely positive, with more than 45 million impressions on google.com. Even more importantly, 13,652 click-thrus to orlandoinfo.com/meet were tallied.
- The Orlando CVB's Meeting & Conventions team began a series of advertorials on 'creativity', with messaging linking creative meetings to Orlando. The program with *Meeting Mentor*, published by Experient, also includes a series of ads with special positioning on the Table of Contents page.
- 2009 Corporate Advertising Insert. The editorial focus of the 2009 eight-page luxury insert is on the value of adding creativity, innovation and inspiration to meetings, as well as Orlando's new infrastructure and sophisticated pursuits. The inserts are running in quality magazines targeted to senior level executives, as a means of developing new leads. The 2009 schedule includes *Forbes*, *Incentive Magazine* and *Pharmaceutical Executive*, in addition to other niche meeting industry publications.

## Events

Tradeshows/Missions/FAMS	Date	No. of Attendees / Participants	Potential Leads Generated / Peak Rooms / Total Room Nights	Leads Generated / Peak Rooms / Total Room Nights
Tallahassee Society of Association Executives (TSAE) Education Day	Oct. 15	202	none	17 / 1,099 / 3,637
New York Sales Mission	Oct. 15	200	1 / 2,300 / 8,240	1 / 220 / 1,005
Virginia Gold Cup Client Event	Oct. 18	114	none	No leads generated
Amateur Softball Association (ASA) Client Event	Nov. 8	600	none	No leads generated
Rejuvenate	Nov. 10-13	480	12 / 6,475 / TBD	12 / 2,445 / 9,179
Chicago Sales Mission	Nov. 11-13	40	none	none
Florida Encounter	Nov. 15-19	85	8 / 2,858 / 7,545	1 / 70 / 176
Fall Medical/Pharma FAM	Nov. 20-22	16	1 / 140 / TBD	2 / 900 / 3,966
Fall National Coalition of Black Meeting Planners (NCBMP)	Dec. 3-7	356	none	3 / 847 / 2,531
MACE	Dec. 9	200	8 / 60-1,500 / TBD	none
International Association of Exhibition & Events (IAEE)	Dec. 9-11	19	none	No leads generated
Association Forum of Chicagoland – Holiday Showcase	Dec. 16	2,000	none	2 / 270 / 595
DC Holiday Luncheons Mission	Dec. 16-18	90	none	2 / 4,400 / 24,180

Number of Meeting Client Site Visits Oct. - Dec.	56
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### Destination Meeting Services

For fourth quarter 2008, lead production was flat. For all of 2008, lead production was only down 4 percent. The change in percentages, presented in the table, reflects the change in preferred method of delivery.

Oct-Dec 2008		Comparison to Goal		Comparison to Prior Year	
	Q4 2008	Q4 Goal	Variance	Q4 2007	Variance
Service Leads Issued <sup>1</sup>	433	n/a	n/a	361	20%
Service Referrals <sup>2</sup>	264	n/a	n/a	335	-21%

Jan-Dec 2008		Comparison to Goal		Comparison to Prior Year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Service Leads Issued <sup>1</sup>	2,170	n/a	n/a	2,504	-13%
Service Referrals <sup>2</sup>	1,422	n/a	n/a	1,258	13%

<sup>1</sup> Lead is where the client has asked us to submit their information to our members. It is then up to the member to respond with their proposal

directly to the client

2 Referral is where the client would like a category listing of service providers so they can do the work themselves, see who we have in town as members, get an idea of the options available to them. This list contains member contact information and their 25-word description

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## LEISURE MARKETING

### Domestic Marketing Campaign

During the fourth quarter, more than 1 million 16-page inserts ran in *Parenting* magazine and more than 11.6 million full-page, 4-color ads ran in publications such as: *Family Fun*, *Good Housekeeping*, *Redbook*, *RD Family Edition*, *Fitness*, *More*, *Food & Wine*, *Southern Living* and *Travel + Leisure*. For the Endless Summer campaign, there were 36.9 million impressions in TV, radio, newspaper and outdoor advertising for the 4th quarter. There were also continuing efforts in public relations, promotions and travel trade activities. Increases were seen in both Endless Summer and Magical Dining Web site traffic.

In support of driving fall business, VISIT FLORIDA and the Orlando CVB ran a joint media and promotional program in Boston, Chicago, Dallas, Philadelphia and Washington, DC. The program included radio commercials, running ads and flyers on newspaper wrappers, out of home, and having street teams in Chicago November 7-9 and Boston November 14-16. A combination of Segway and Ad Bike Street Teams were on the streets 4-6 hours each day and broke up into groups in order to cover multiple areas in each city each day. Teams interacted with consumers and handed out postcards promoting an Orlando sweepstakes. Total impressions from the advertising elements were over 48 million.

### Canada Marketing Campaign

The Canadian market was a prominent focus for the Orlando CVB. Beginning in mid-October, the Orlando CVB began executing a fully integrated campaign primarily focusing within Ontario but also extending nationally through strategic partnerships. The campaign featured the distribution of 1.2 million Free Standing Inserts within newspapers in southern Ontario as well as a four-week flight of television in Toronto, direct mail to 130,000 households, and numerous retail promotions. The Orlando CVB's newest partnership with Canada's largest online booking resource (iTravel2000.com) delivered an 11-week flight of co-op television that featured the Orlando CVB's "Dad" TV spot which ran in Toronto, Calgary and Vancouver. The increased focus and activity in Canada will continue through the first five months of 2009.

The Orlando CVB's strategic alliance with iTravel2000.com allowed for a co-operative campaign in excess of 15 times the reach that the Orlando CVB could have secured on its own. (Able to buy media at \$200/spot vs. \$3,000/spot.) As a result, iTravel2000 reported a 28% increase in passenger lift to Orlando during December and a continued 16% increase in just the first 18 days of 2009. iTravel2000 is fully integrating Orlando across all platforms of their Web site thereby increasing the consideration of the destination year round. The Orlando CVB and iTravel2000 are currently executing a promotion on Canada's most popular TV morning show (Canada AM) which awards a daily trip to Orlando to a lucky viewer "if it snows anywhere in Canada that day." The Orlando CVB is currently executing a promotion with one of Canada's largest coffee chains with a dedicated message and creative on 6 million coffee cups across Ontario. The Orlando CVB just completed production on a series of 5 vignettes that will air during one of Canada's most popular TV morning shows focusing on the Orlando destination.

### Media Buy

Advertising Vehicle	Impressions	Description
Magazine	34,804,000	2008 Leisure Print Plan
Endless Summer Cable	10,892,000	2008 Fall Cable

Endless Summer Newspaper	4,736,000	2008 Fall Newspaper
Endless Summer Outdoor	20,626,000	2008 Fall OOH
Endless Summer <i>USA Today</i>	646,000	2008 Fall <i>USA Today</i>
Canada Campaign	32,665,000	Canada FSI, TV and online
<b>TOTAL:</b>	<b>104,369,000</b>	

## Web Site

For the year, a total of 67 new stories were generated for the Web site. During the fourth quarter of 2008 our renewed efforts to optimize the leisure Web site to improve natural search results on major search engines like Google, Yahoo and MSN paid off. Key SEO elements were updated in October and November resulting in a 92% increase in natural search traffic in December 2008 versus the same month in 2007.

Oct-Dec 2008		Comparison to Goal		Comparison to Prior Year	
	Q4 2008	Q4 Goal	Variance	Q4 2007	Variance
<b>orlandoinfo.com Sessions<sup>1,2</sup></b>	936,103	930,000	1%	782,994	20%
<b>Total Page Views<sup>2</sup></b>	3,881,532	4,300,000	-10%	3,433,109	13%
<b>Time on Site (average minutes)<sup>3</sup></b>	6.8	8.2	-17%	8.1	-17%
<b>Pages Viewed/Visit</b>	4.0	4.0	0%	3.9	2%
<b>Pages Viewed/Visit of More than 1 Page</b>	6.3	6.7	-6%	6.4	-1%

1 Represents hourly unique visitors

2 Successful efforts to optimize our Pay Per Click campaign as well as SEO improvements resulting in a strong increase in site traffic in quarter 4 over the prior year

3 Lower time spent on site may be explained by switching Pay Per Click click-thrus to specific landing pages versus the homepage giving users direct access to relevant content

Jan-Dec 2008		Comparison to Goal		Comparison to Prior Year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
<b>orlandoinfo.com Sessions<sup>1,2</sup></b>	3,966,327	4,500,000	-12%	4,272,733	-7%
<b>Total Page Views</b>	18,735,741	21,000,000	-11%	20,551,286	-9%
<b>Time on Site (average minutes)<sup>3</sup></b>	7.4	8.2	-10%	8.2	-10%
<b>Pages Viewed/Visit<sup>2</sup></b>	4.6	4.0	14%	4.4	4%
<b>Pages Viewed/Visit of More than 1 Page<sup>2</sup></b>	6.9	6.7	2%	6.6	4%

1 Represents hourly unique visitors

2 Fourth quarter successes in natural and paid traffic search results helped reduce the negative trend seen in YTD sessions

3 Lower time spent on site may be explained by switching Pay Per Click click-thrus to specific landing pages versus the homepage giving users direct access to relevant content

## **Strategic Alliances (Promotions)**

Coming up in 1st quarter 2009, promotions are confirmed with Bob Evans Foods and Francesco Rinaldi Pasta Sauce. Four weeks of Wheel of Fortune episodes taped at SeaWorld Orlando will air nationally in March, featuring Orlando-themed segments throughout. Internationally, we are partnering again with GMTV, the UK breakfast TV show that attracts 6 million daily viewers, and have multiple promotions supporting our Canada campaign.

## Visitor Services

Oct-Dec 2008	Q4 2008	Q4 2007	Variance
Number of Walk-ins (Visitor Center)	24,721	22,000	12.4%
Phone Calls Received (Call Center & Visitor Center) <sup>1</sup>	9,574	10,812	-11.5%
E-mails Processed (Call Center & Visitor Center) <sup>1</sup>	795	899	-11.6%

Jan-Dec 2008	YTD 2008	YTD 2007	Variance
Number of Walk-ins (Visitor Center)	105,598	105,463	0.13%
Phone Calls Received (Call Center & Visitor Center) <sup>1</sup>	50,780	60,916	-16.6%
E-mails Processed (Call Center & Visitor Center) <sup>1</sup>	3,823	4,825	-20.8%

1 Phone calls and e-mails are down over prior year actual. Visitor Services maintains a "frequently asked questions" page on the Web site so the reduction in e-mail is seen as a positive. We believe the decline in phone calls may be impacted by our visitors finding alternative sources for destination information. Even though phone calls are down, we are on track to make budget for ticket sales

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## PUBLIC RELATIONS

Oct-Dec 2008	Comparison to Goal			Comparison to Prior Year	
	Q4 2008	Q4 Goal	Variance	Q4 2007	Variance
Number of Clips	446	315	41%	495	-9%
Circulation <sup>2</sup>	748,976,705	325,391,237	130%	329,106,499	127%
Value <sup>1,2</sup>	\$18.3M	\$5.6M	227%	\$6.5M	181%

1 Value is determined by an independent service, based on advertising rates. No multipliers are used in determination of circulation or value

2 Circulation and value increases reflect successes achieved with more aggressive outreach to top tier media outlets both domestically and internationally

Jan-Dec 2008	Comparison to Goal			Comparison to Prior year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Number of Clips <sup>2</sup>	2,032	1,260	61%	1,839	10%
Circulation <sup>3</sup>	1,767,851,940	1,301,564,948	36%	2,056,764,809	-14%
Value <sup>1,2</sup>	\$48.4M	\$22.4M	116%	\$33.2M	46%

1 Value is determined by an independent service, based on advertising rates. No multipliers are used in determination of circulation or value

2 Number of clips and value increases reflect successes achieved with more aggressive outreach and outreach to more top tier media outlets both

Oct-Dec 2008	Q4 2008
Press Tours	Results
Mexico Press Trip, Nov. 9-13, Orlando, FL	The Public Relations Department, in conjunction with Ginn Reunion Resort and American Airlines, hosted the Mexico "Sensational Orlando Escape" group press trip. The press trip highlighted a great combination of Orlando's luxurious and unexpected options, including the destination's outstanding shopping choices. Journalists participating in the press trip included: <i>InStyle</i> Magazine (circ. 70,000); <i>OZ</i> Magazine (circ. 20,000); <i>Expressions</i> Magazine (circ. 22,000); <i>Milenio</i> newspaper (circ. 33,000) and <i>Estilo Mexico</i> (circ. 33,000). Resulting articles are expected to appear in the first quarter of 2009.
Brazil Press Trip, Dec. 3-11, Orlando, FL	The Public Relations Department, in conjunction with the Walt Disney Swan and Dolphin Resort and Floridays Orlando Resort, hosted a press trip from Brazil's Rede Record TV program, <i>Caçadores de Aventura</i> (2 million viewers). Among some of the activities the crew experienced were the thrills and adventures at Islands of Adventure and Universal Studios Orlando, SkyVenture, Boggy Creek Airboat Rides, Discovery Cove and SeaWorld, Busch Gardens, Aquatica, Kennedy Space Center, Indy Racing Experience and Gatorland. They discovered the multiple shopping options. Results from this press trip will be broadcasted throughout February 2009.
Germany "Sky's the Limit" Press Trip, Dec. 8-12, Orlando, FL	The Public Relations team brought five journalists to Orlando for a press trip themed "Sky's the Limit." The itinerary included hang gliding, a flight in an open-air biplane, and thrilling roller coasters. Journalists included: <i>Stern.de</i> (circ. 13.7 million); <i>Text und Bild Redaktionspartner</i> (circ. 250,000); <i>T-online</i> (circ. 15 million); <i>Mitteldeutsche Zeitung</i> (circ. 280,000) and <i>Atravello</i> (circ. 10 million).
PR Tradeshow/ Mission/ Events	Results
Mexico Mission, Oct. 13-16, Mexico City and Guadalajara, Mexico	This first-ever media recognition event in the Mexican market served as a vital public relations tool to strengthen our relationships with the media, and as a platform to incentivize the media to "raise the bar" with greater and even more creative Orlando coverage in the upcoming years. The Orlando message focused on the "Dile Sí a Orlando" (Say YES to Orlando) campaign, launched in Mexico during the month of August. One-on-one media appointments in Mexico City included <i>Estilo México</i> (circ. 33,000); <i>Destino México</i> (circ. 30,000); <i>Los Sabores de México</i> (circ. 33,000); <i>Eres</i> magazine (circ. 200,000); and <i>Turistampa</i> (circ. 14,000). The media recognition event in Guadalajara was attended by six media members, representing the following publications: <i>Asesoría Turística</i> magazine (circ. 10,000); <i>Ocho Columnas</i> magazine (circ. 152,000); Radiorama de Occidente radio (audience 100,000) and <i>El Informador</i> newspaper (circ. 180,000). One-on-one media appointments in Guadalajara included: <i>Asecon Comunicación</i> (various publications including <i>Swishy</i> magazine, <i>Asesoría Turística</i> , <i>Conceptos Turísticos</i> , <i>ExpoBT</i> , <i>Boletín Turístico</i> , and <i>Travel Shop</i> among others; Radiorama de Occidente (audience 100,000) and <i>Grupo Editorial Notmusa</i> (various Publications including 10 titles distributed throughout Mexico).
U.K. Roadshow/Mission, Oct. 23-26, Glasgow, Scotland, Manchester and Lakeside, England	Public relations efforts supporting the roadshow included individual press releases distributed to local media to drive traffic to the booth. The Public Relations Manager also conducted a press mission and met with <i>Woman</i> magazine (circ. 370,289); <i>Woman &amp; Home</i> (circ. 336,888); <i>Best</i> (circ. 301,437); <i>Thomas Cook Travel</i> (circ. 220,000); <i>Electric</i> (circ. 1,000,000) and <i>Yours and M&amp;S</i> (circ. 1,500,000). To date, the media mission in conjunction with the Roadshow resulted in a Web chat which streamed live and then was archived on thirteen Web sites including: Metro Radio/Big City, Diverse Traveler Live, eParenting, Supanet, Over 50's, The Rich Lade, Tiscali and Travelbite totaling more than 10 million in circulation and an ad value of more than \$23,000.

<p>ABAV 2008, Oct. 22-24, Rio de Janeiro, Brazil</p>	<p>A total of 120 media outlets attended the event. The Orlando public relations staff in Brazil met with 25 journalists including: <i>Top Tour – Canal 40</i> (circ. 290,000); <i>ViaG</i> (circ. 20,000); UOL Portal (6.5 million/month); <i>Fã TV</i> (400,000 viewers); <i>Mix Ribeirão Preto</i> (circ. 30,000); <i>Caras/ Jaime Borquez</i> (circ. 320,000); <i>Folha do Turismo</i> (circ. 80,000); <i>Mercado &amp; Eventos</i> (circ. 7,000); <i>Diário do Turismo</i> (circ. 80,000); Banstur (48,000 hits); TV City Tour (750,000 viewers); Passaporte &amp; Viagem TV (200,000 viewers); <i>Brasil Turis</i> (circ. 16,000); Programa Amaury Jr (2 million viewers); <i>Estilo Magazine</i> (circ. 20,000); América Mágica (50,000 hits); Portal Sosni (12,000 hits); <i>Osiris de Paula Soares</i> (circ. 12,000); Carioca TV (12,000 viewers); <i>Próxima Viagem</i> (circ. 56,000); <i>Panrotas</i> (circ. 8,600); <i>O Estado de São Paulo</i> (circ. 231,532); <i>Folha de São Paulo</i> (circ. 408,000); <i>Jornal de Turismo</i> (circ. 10,000) and Tatá Marques TV (950,000 viewers). The Orlando CVB Representatives in Brazil attended as a sponsor of TIA Media Marketplace in São Paulo and the TIA Travel Writer Award. Press material was distributed and one-on-one media meetings were conducted with a total of 27 media outlets during the event.</p>
<p>Feria Internacional de Turismo (FIT), Nov. 1-4, Buenos Aires, Argentina</p>	<p>The Orlando CVB Representatives in Argentina attended a luncheon hosted in honor of local media representatives and key wholesalers. This event also included the announcement of the new Buenos Aires/São Paulo/Orlando daily flight made by TAM Airlines. A total of 62 media press kits were distributed among the present media. One-on-one media appointments were conducted with <i>Diário El Clarín</i> (circ. 1,000,000); <i>La Nación</i> (circ. 185,000); <i>El Cronista</i> (60,000); <i>El Turismo y la Hospitalidad TV</i> (4 million viewers); <i>Ladevi Ediciones</i> (circ. 12,000); <i>Réport Americas</i> (circ. 17,500) and <i>Mensajero Turístico</i> (circ. 12,000).</p>
<p>German Media Mission – Orlando: Germany’s Gateway to Florida, Nov. 3-7, Frankfurt, Hamburg and Munich, Germany</p>	<p>The Orlando CVB was joined by partners Universal Orlando Resort; Visit St. Petersburg/Clearwater; Walt Disney World Resorts and Worlds of Discovery (Busch Entertainment Corporation). A total of 51 journalists attended the press conferences, including: <i>95.5 Charivari</i> (243,000 listeners); <i>Aero Brief</i> (circ. 500); <i>Albrecht Golf Verlag</i> (N/A); <i>ATRAVELO</i> (circ. 500,000); <i>Bunte</i> (circ. 944,000); <i>Camping</i> (circ. 30,000); <i>Die Aktuelle</i> (circ. 603,770); <i>Die Zwei</i> (circ. 198,823); <i>Die Welt op Platt/ Länder Menschen, Abenteuer</i> (N/A); <i>DSA Youngstar</i> (circ. 325,000); <i>Events</i> (circ. 24,000); <i>FVW International</i> (circ. 31,886); <i>Ganz-muenchen.de</i> (circ. 918,534); <i>Golf in Hamburg</i> (circ. 13,700); <i>Golf.de</i> (12,678,592 hits); <i>Harmony FM</i> (2,000,000 listeners); <i>HÖRZU</i> (circ. 1,633,630); <i>Hr1 - Pool Mobilität</i> (circ. 4,610,000); <i>Junge Familie</i> (circ. 270,000); <i>KINDER</i> (circ. 294,000); <i>Kirmes &amp; Park Revue</i> (circ. 15,000); <i>Magazin Frankfurt</i> (circ. 43,700); <i>Meetings, Events, Incentives</i> (circ. 80,798); <i>Mp-report</i> (circ. 15,000); <i>Münchner Merkur</i> (circ. 220,732); <i>NDR TV</i> (1,460,000 viewers); <i>Norddeutscher Rundfunk</i> (circ. 2,100,000); <i>Oktogon TV/SWR</i> (circ. 1,000,000); <i>Onride.de</i> (90,000 hits); <i>Polyglott Verlag GmbH</i> (circ. 25,000); <i>Profilverlag</i> (circ. 5,000); <i>Radio Dienst</i> (circ. 220,000); <i>Redaktion body &amp; soul</i> (circ. 2,000,000); <i>Redaktionsbüro Polte &amp; Stenzel</i> (circ. 696,000); <i>Reise Motorrad ride on!</i> (circ. 43,700); <i>Springer</i> (circ. 150,000); <i>Stegmedia GmbH</i> (circ. 143,000); <i>stern.de</i> (162,746,852 hits); <i>Text &amp; Redaktion</i> (circ. 200,000); <i>TOP MAGAZIN FRANKFURT</i> (circ. 20,000); <i>Touristik Aktuell</i> (circ. 30,860); <i>www.dagmarkluth.de</i> (200,000 hits); <i>www.frankfurter-leben.de</i> (276,000 hits); <i>www.frankfurt-live.com</i> (595,000 hits); <i>www.Holiday-Exklusiv.com</i> (3,500,000 hits); <i>www.p-t-m.eu</i> (500 hits); <i>www.teeoff24.de</i> (157,000 hits) and <i>www.Touristik-News.com</i> (3,500,000 hits). To date eight articles have appeared in <i>Wiesbadener Kurier</i>, <i>Allgemeine Zeitung</i>, <i>Morgenpost am Sonntag</i>, <i>Fernsehwoche</i>, <i>Golf Journal</i>, <i>Weser-Kurier</i>, <i>p-t-m.eu</i>, and <i>Cash</i> with a circulation totaling more than 1.4 million and an ad value of more than \$43,000.00.</p>

Midwest Travel Writers Association, Nov. 6-10, Orlando, FL	The Public Relations Department bid and secured the Midwest Travel Writers Association's (MTWA) national conference. The conference, held at Rosen Shingle Creek, included more than 30 attendees of which 17 were journalists. MTWA is an organization of travel professionals, including writers, photographers and travel publicists living in one of the 13 Midwestern states. Members produce for major dailies such as the <i>Chicago Tribune</i> , the <i>Indianapolis Star</i> and the <i>Detroit Free Press</i> . As part of the conference, the Orlando CVB: planned eight press tours encompassing two days, which included Girlfriends Getaways, Culinary Orlando, Adventure Enthusiastes, Theme Park Thrills, and Unexpected Orlando; hosted a welcome reception at Rosen Shingle Creek; planned dinner options at Downtown Disney and Universal CityWalk; set-up show tickets for Cirque du Soleil and Blue Man Group; hosted a reception in downtown Orlando and arranged multiple dinners showcasing Orlando's metro thrills and hosted a closing night reception at Disney's Epcot with a private viewing area for the IllumiNations show.
World Travel Market 2008, Nov. 10-13, London, England	Attended the British Guild of Travel Writers dinner, where they met and discussed Orlando with 15 journalists including: <i>Sunday Times</i> (circ. 1,223,577); <i>Good Housekeeping</i> (circ. 430,930); <i>The Times</i> (circ. 621,831); <i>The Daily Telegraph</i> (circ. 835,497); <i>The Daily Express</i> (circ. 752,181); <i>The Independent</i> (circ. 201,113); <i>The Sun</i> (circ. 3,045,899); <i>The Daily Mirror</i> (circ. 1,400,206); <i>Woman</i> (circ. 370,289); BBC and <i>The Guardian</i> (circ. 358,379).
NYC Mommy Blogger Event, Nov. 11, New York City, NY	The event attracted two dozen representatives from leading parenting blogs including People.com's <i>Celebrity Baby Blog</i> , Glamour.com's <i>Storked!</i> and Parents.com's <i>GoodyBlog</i> who collectively reach well over 5 million moms.
NYC Media Mission, Nov. 11-13, New York City, NY	The Public Relations Department conducted media calls with national media based in New York City to promote upcoming 2009 deals, attractions and activities. Deskside appointments were conducted with <i>Elite Traveler</i> (circ. 131,266); <i>Bridal Guide</i> (circ. 175,047); <i>Wall Street Journal</i> (2,069,463) and <i>More</i> (circ. 1,254,273).

Individual Press Trips to Orlando	No. of Journalists	
Oct. 1 – Dec. 1	22	Linda Holloway, Freelance Writer Bill Vanderford, Freelance Writer Laura Miller, Frommer's Guidebooks Trish Utter, <i>Good Life Community Magazine</i> Aaron Dalton, <i>Jewish Exponent</i> Kim Michele, <i>journeypod.com</i> Scott Kavieff, KFMB/CBS-8 Mary Talalay, <i>KIWI Magazine</i> Susan O'Keefe, <i>National Geographic Traveler</i> Jason Cochran, <i>New York Post</i> John McNamara, <i>TropicalAdventure.com</i> Grant Rafterm, <i>Unofficial Guide Series</i> Melody Schubert, <i>USA Travel Magazine</i> Steve Fiske, <i>The Woman's Newspapers</i> Paul Hafer, WECC-FM Amanda Miller, Freelance for <i>Atlanta Journal-Constitution</i> Cindy Ross, Freelance for <i>Tribune Media Services</i> Ron Johnson, Freelance Writer Tom Reed, Freelance Writer Alice Vollmar, Freelance Writer Susan Ward, Freelance Writer Raisa Rivas, <i>El Nuevo Día</i> newspaper, Puerto Rico

## TRAVEL TRADE MARKETING

Tradeshow/Mission/FAM	Date	Location	Audience
Leesburg AAA 20th Anniversary Reception	Oct. 16	Leesburg, FL	6 Auto Counselors 50 Consumers
South Central Ontario AAA Trainings and Sales Calls	Oct. 20 & 22	Toronto, ON	20 Travel Agents, Auto Counselors & Managers
Niagara CAA Trainings	Oct. 21	Niagara, ON	55 Travel Agents, Auto Counselors & Managers
Visit Florida Tour Operator Luncheon	Oct. 23	Montreal, PQ	13 Tour operators 10 Florida delegates
Sunwing Reservation Center Training	Oct. 24	Toronto, ON	67 Reservation Agents
Funjet Fox World Travel Fam	Oct. 28-29	Orlando, FL	7 Travel Agents 1 Tour Operator
AAA South Florida Trainings and Sales Calls	Nov. 12-13	Palm Beach, Delray Beach, Plantation, Pembroke Pines, Kendall, South Miami	39 Travel Agents, Auto Counselors & Managers
National Tour Association Annual Conference	Nov. 15-19	Pittsburgh, PA	38 Motorcoach Tour Operators
Funjet Fam	Nov. 20-21	Orlando, FL	9 Midwest based FJV 500-club agents (top booking agents) & 2 FJV reps
CAA/Sears/Great Canadian Holidays/Discover Travel	Nov. 21	Kitchener, ON	20 Retail Travel Agents & 15 res agents at tour operator
iTravel2000 Reservation Center Training	Nov. 20	Toronto, ON	100 Reservation Agents
Maritime Travel Conference	Nov. 21-23	Halifax, NS	350 Retail Travel Agents and Maritime Managers
Luxury Travel Expo Trade show and Presentation	Dec. 2-4	Las Vegas, NV	100 Retail Travel Agents
AAA National Fam Destination Presentation	Dec. 5	Orlando, FL	87 AAA Travel Agents and Auto Counselors

Web Updates	Date	Location	Audience
Group Service Request form	Oct. 22	Orlando, FL	Updated the online RFP so agents have the option of having responses sent directly to them or to us.
T&T Advertisers	Nov. 7	Orlando, FL	Updated the T&T advertiser online listing for 2009

Broadcast E-mail	Date	Location	Audience
Tour & Travel Reference Manual Survey	Oct. 10	Orlando, FL	77,000 Tour Operators, Retail & Home-based Agents in the US and Canada

Travel Industry Member e-newsletter	Nov. 14	Orlando, FL	77,000 Travel Agents, Auto Counselors & Managers
Travel Industry What's New e-newsletter	Dec. 4	Orlando, FL	77,000 Travel Agents, Auto Counselors & Managers

Brochure Distribution	Date	Location	Audience
MLT University	Oct. 6-8	St. Paul, MN	1,600+ travel agents at a corporate training session

### Global Development

Tradeshow/Mission/FAM	Date	Location	Audience
Global Accounts Visits	Oct. 21-24	New York/Long Island, NY	Sales calls to new Orlando CVB global accounts – 7 meetings in total
American Tours International (ATI)/AAA Mid-Atlantic Presentations/Meetings	Oct. 16	Wilmington, DE	Invited by ATI to participate in presentation and meetings with AAA Mid-Atlantic and ATI on both domestic programs and new opportunities in China
Receptive Services Association of America (RSAA) Membership Event	Oct. 22	New York, NY	Attended by 12 U.S.-based receptive tour operators
China International Travel Mart (CITM)/TIA Directors Summit	Nov. 16-22	Shanghai, China	Gary Sain represented Orlando CVB at China Summit organized by TIA; Orlando CVB was also represented at trade show along with three other Florida companies within VISIT FLORIDA booth; sales call and appointments with tour operators and media; total 36 business contacts made

### Latin America/Spain

Tradeshow/Mission/FAM	Date	Location	Audience
Union Fam Colombia	Oct. 1	Orlando, FL	12 agents from Baranquilla, Colombia
VISIT FLORIDA VIP/Media Luncheon	Oct. 21	Buenos Aires, Argentina	27 representatives of Argentine travel trade and media
ABAV Trade Show	Oct. 22-24	Rio de Janeiro, Brazil	Exhibited with 8 member companies at Brazil's leading travel trade show attended by more than 6,500 travel agents; made contact with 285
US Embassy Luncheon	Oct. 27	São Paulo, Brazil	15 trade specialists of the US Consulate São Paulo
Nascimento Turismo Presentation	Oct. 27	São Paulo, Brazil	70 agents
MICE Event Brazil	Oct. 28	São Paulo, Brazil	First-ever Orlando CVB event geared toward the Brazilian meetings/incentive trade; hosted 72 incentive tour operators, agents and promotional marketing companies.
TIA Augusta Seminar	Oct. 28	São Paulo, Brazil	16 agents
Allied T-Pro/Orinter Brazil Fam Tour	Oct. 29	Orlando, FL	12 agents from Santa Catarina, Brazil

FIT Trade Show	Nov. 1-4	Buenos Aires, Argentina	5 members participated in Orlando booth at Argentina's leading travel exhibition; approx 8,000 travel trade in attendance
TAM Airlines Inaugural Events	Nov. 18 & 21	São Paulo & Orlando	Inaugural events held with travel trade and community leaders to commemorate new non-stop service between São Paulo and Orlando; 300 attendance in São Paulo and 250 in Orlando.
MITM Americas (MICE)	Nov. 22-25	Cartegena, Colombia	22 incentive travel buyers appointment meetings

## Europe

Tradeshow/Mission/FAM	Date	Location	Audience
Tour America Show	Oct. 4-6	Dublin, Ireland	16,000 consumers and trade in attendance
Thomas Cook UK Fam Tour	Oct. 6-9	Orlando, FL	20 travel agents
Southern UK Tour Operator Lunch with VISIT FLORIDA	Oct. 8	London, UK	15 tour operators
Kuoni France Fam Tour	Oct. 10-14	Orlando, FL	4 tour operators
Thomson/First Choice UK Fam Tour	Oct. 13-18	Orlando, FL	30 travel agents
Vista International Russian Fam Tour	Oct. 18-22	Orlando, FL	18 travel agents
TTG Incontri Trade Show	Oct. 24	Rimini, Italy	Appointments with 21 tour operators and travel agents
Virgin Holidays Presentation	Oct. 29	London, UK	19 travel agents
German Sales Mission	Nov. 3-7	Munich, Stuttgart and Cologne	8 members joined mission resulting in 360 business contacts
World Travel Market	Nov. 10-13	London, UK	Orlando booth shared by 8 members within VISIT FLORIDA pavilion; one of Europe's key trade shows attracting near 100,000 trade and media representatives.
Orlando Holiday Specialist Fam Tour	Dec. 1-8	Orlando, FL	100 UK travel agents
EIBTM	Dec. 2-4	Barcelona, Spain	2 Members participated 7 Leads- 72 contacts
Goodwill Luxaway French Fam Tour	Dec. 12-14	Orlando, FL	9 tour operators

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## COMMUNITY RELATIONS/PUBLIC AFFAIRS

- Presentations were made to eight groups with a total audience of 2,342, including SKAL Presentation, EuroChrie Conference, PSRA Rebranding Initiatives, UCF Destination Marketing Class, TIA Marketing Outlook Forum, Orlando/Orange County CVB Tourism Leadership Class, Downtown Development Board Downtown

Information Center and International Association of Exhibition and Events Expo.

- **2008 Tourism Leadership Class** – The Orlando/Orange County CVB hosted nine professors and graduate teaching assistants in a program that facilitates integration and fosters relationships of UCF Rosen College faculty and key staff and the local tourism industry. The class curriculum focuses on Destination Overview, Lodging, Events & Conventions, Transportation & Retail Tourism, Restaurant & Entertainment and Graduation. The goal of the program is to extend the Orlando/Orange County CVB's support to Rosen College and facilitate the integration of faculty and key staff into the local tourism industry. The objective of the class is to foster relationships between industry and college leaders. The program was developed as half a day sessions with a combination of tours, panel discussions and presentations depending on the topic except for the last session which will include a mini graduation ceremony.
- **Teach-In Day for Tourism Industry** – The Orlando/Orange County CVB partnered with the Orange County and Seminole County Public School Foundations to develop an industry-wide awareness program through Teach-In Day or Career Day. The program included general tourism industry talking points and instructions that highlight the importance of the tourism industry in the local economy and tourism industry's impact to the Central Florida community. The Orlando/Orange County CVB's Community Relations Office disseminated the Tourism Industry Teach-In Day information to our members and key public relations contacts.
- **Tourist Oriented Policing Sector (TOPS) Appreciation** – On Thursday, November 4 and Friday, November 5, the Orlando/Orange County CVB coordinated with Orange County Sheriff's Office (OCSO) and the Orlando Police Department (OPD) for the annual TOPS Appreciation event. Taverna Opa and the UCF Rosen School provided food for OCSO Sectors 5 & 6 and OPD's North I-Drive Field office. More than 35 members participated with prizes for the officers including Disney, Universal and SeaWorld tickets, hotel room stays and gift cards. We also provided Orlando/Orange County CVB promotional materials to officers, staff and volunteers.

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About the Orlando CVB  
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