



November 16, 2009

Organizational Highlights – Third Quarter 2009

The summer travel season was a challenging one. Although we still have a long way to go to fully recover from the recession, I believe we are beginning to see a few positive signs such as the boost in the stock market, increased retail spending and fewer workers seeking unemployment benefits. We continue to generate a high level of traffic to our consumer Web site which indicates positive interest in Orlando as a leisure travel destination. In addition, the latest Travel Horizons report states 24% of U.S. travelers plan to visit Orlando in the next two years, up six percentage points from last October. Unfortunately, business travel continues to be under siege from the economy and cost containment strategies by companies.

Our third quarter was filled with positive news on several fronts. Our fourth annual Orlando Magical Dining Month was a great success. So far our participating restaurants have told us that they sold more than 15,000 meals. That's almost triple our best year ever. One dollar from every meal will be donated to the Arnold Palmer Hospital for Children. Thank you to all our members that participated. Next year, let's triple it again!

At our August Marketing Meeting, we announced our new fall campaign, "Orlando Free-for-Fall." It was rolled out with blitzes in our drive markets of Miami and Atlanta that reached media, travel professionals, meeting planners and consumers. The campaign focuses on the value message of the destination with a call to action to book at a time when the weather is good, the lines are shortest and hotel rates are some of the best in the country. For the first time, we added radio advertising into the marketing mix, increased our co-op online and used billboards in key markets to spread the Orlando message.

And the "67 Days of Smiles" campaign has been a huge hit with Kyle and Stacey featuring all the attributes of the destination. To date publicity has garnered 919 articles/segments, with a reach of more than 127 million and an ad value of \$2.9 million.

This fall, our hotel industry opened new product that will help position our destination for the future. Hilton Hotels has invested heavily by adding the Hilton Orlando at the Orange County Convention Center and two more properties near Walt Disney World Resort – the Waldorf-Astoria Orlando and the Hilton Orlando at Bonnet Creek. These are wonderful additions to the Orlando experience. The highly anticipated opening of Universal Orlando Resort's Rip Ride and Rockit rollercoaster also led the way late in the summer. It is important for the destination to continue to invest in new infrastructure to support our leisure and meetings offerings. We need to ensure we have the right product and experience offerings to meet the demands of our guests well into the future.

As we look into a new year, let's remember how resilient our industry was after 9/11 and how we've become the number one family destination in the world. Orlando was created by visionaries with imagination, determination and perseverance. It is that perseverance that will lead us in the future.

Warmest regards,



Gary C. Sain
President & CEO

 [Industry Performance](#)

Orlando CVB Activities

 [Meetings & Conventions](#)

 [Leisure Marketing](#)

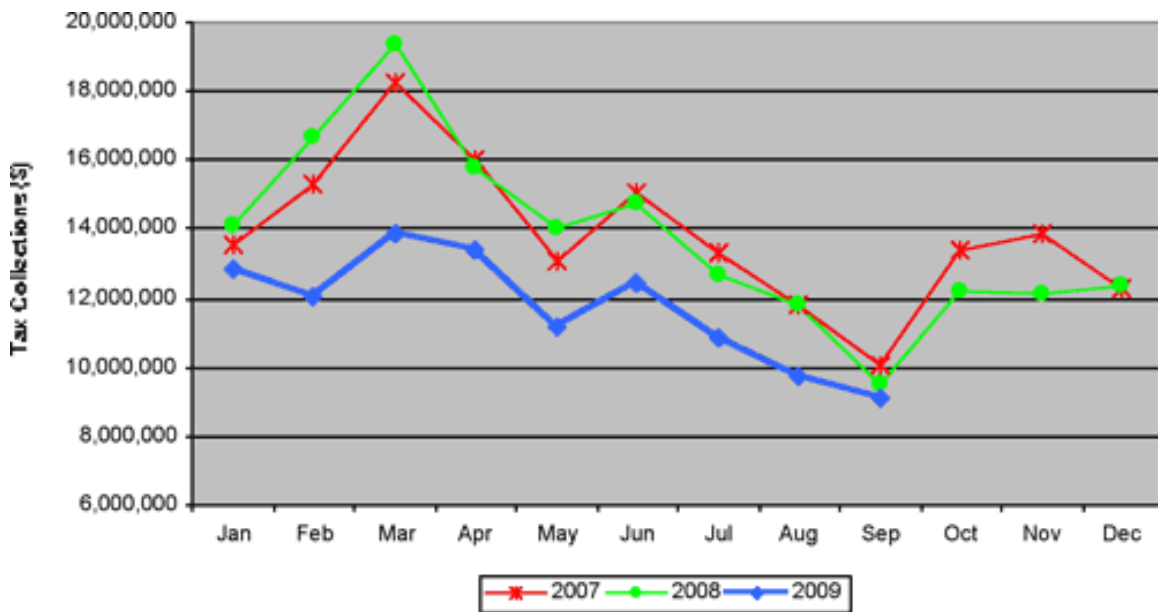
 [Publicity](#)

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INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections

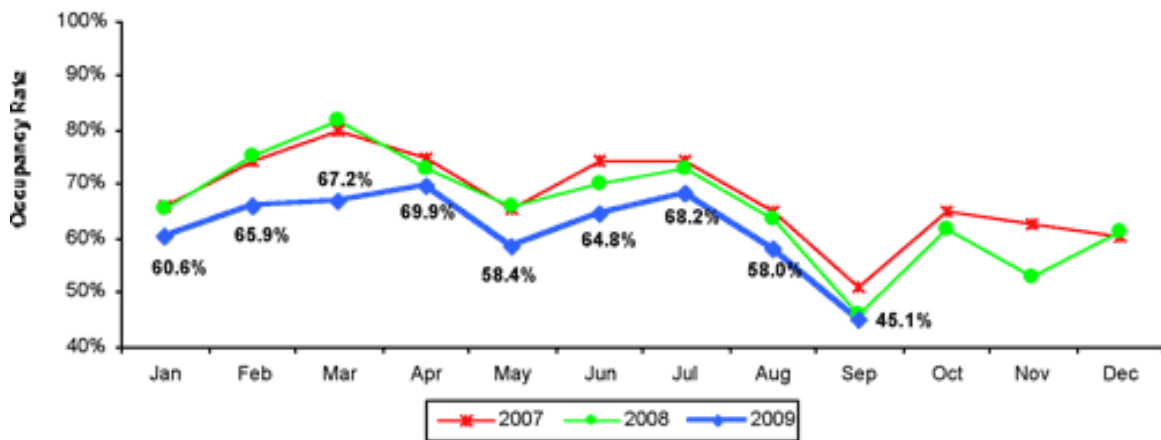


Metro Orlando Lodging Indicators

The following results are based on the official January through September 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



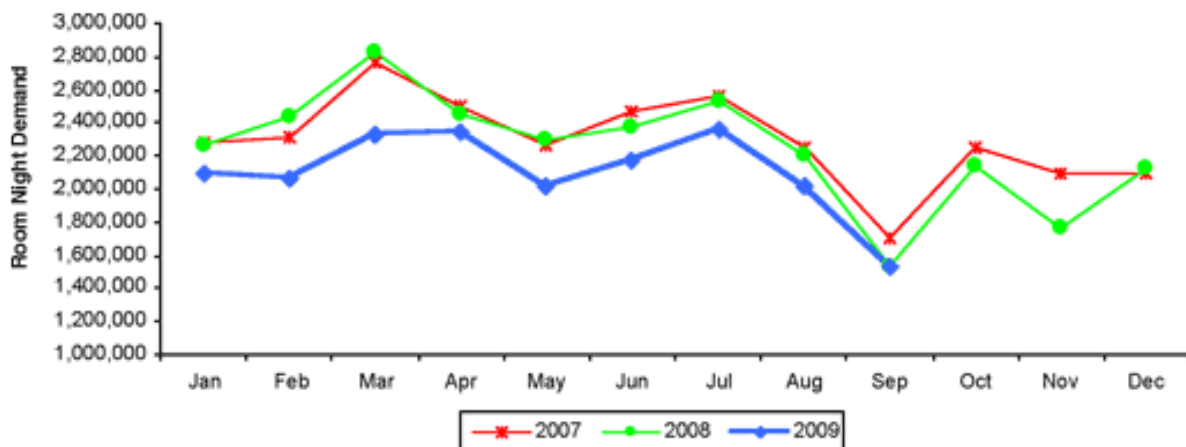
Occupancy

July-September	Q3 Results			Year-to-Date Results		
	2009	2008	Variance	2009	2008	Variance
Metro Orlando	57.2%	60.9%	-6.1%	61.8%	68.2%	-9.4%
National	60.5%	65.7%	-7.9%	56.6%	62.8%	-9.9%
Florida	52.7%	55.5%	-5.0%	57.9%	63.3%	-8.5%

Average Daily Rate

July-September	Q3 Results			Year-to-Date Results		
	2009	2008	Variance	2009	2008	Variance
Metro Orlando	\$78.83	\$91.04	-13.4%	\$94.21	\$107.30	-12.2%
National	\$96.81	\$107.32	-9.8%	\$98.01	\$107.83	-9.1%
Florida	\$89.92	\$99.57	-9.7%	\$107.63	\$120.65	-10.8%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

July-September	Q3 Results	Year-to-Date Results

	2009	2008	Variance	2009	2008	Variance
Supply ¹	10,328	10,260	0.7%	30,503	30,618	-0.4%
Demand ²	5,905	6,253	-5.6%	18,901	20,909	-9.6%

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

² 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 (M&C)

The third quarter proactive sales efforts from the M&C sales team were intense. Our focus continues to be on face-to-face activity with meeting planners during Operation Connect, trade shows and missions. We exceeded our third quarter Operation Connect goal by visiting 268 City-wide planners (this brings the total YTD to 667) and interacted with clients at 21 events.

For the annual ASAE meeting we had a 30'x40' booth, with an action food and beverage station. We had 12 partners "fairshare" the booth. With a strong proactive traffic-building effort, the booth remained busy throughout the show. In addition, we hosted a successful client event, which was also fairshared by the members. The goal is to maintain the same presence at ASAE in 2010.

As well, the Orlando/Orange County CVB hosted four fams in third quarter. Due to the decline in planners' individual travel budgets, we have had an increase in interest and support of familiarization trips. We plan on continuing with these programs, with each geared toward a particular market segment.

Convention Sales Performance

The third quarter continues to pace with the team being significantly down compared to goal on both leads and definite attendance. The shortfall in leads continues to be related to a decrease in near-term meetings, particularly for the corporate market. We are still seeing reasonable activity for large, future association programs for the convention center. We continue to see a delay in decision dates for all leads being generated.

	July-September		Comparison to Goal		Comparison to Prior year	
	Q3 2009	Q3 Goal	Variance	Q3 2008	Variance	
Leads	513	788	-35%	636	-19%	
Definites	206	n/a	n/a	243	-15%	
Definite Attendance	234,068	439,943	-47%	252,836	-7%	
Definite Room Nights Estimated ¹	514,950	967,875	-47%	566,239	-7%	
Definite Room Nights Requested ²	314,812	552,410	-43%	471,306	-31%	

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

	January-September		Comparison to Goal		Comparison to Prior year	
	YTD 2009	YTD Goal	Variance	YTD 2008	Variance	
Leads	1,645	2,403	-32%	2,135	-23%	

Definites	660	n/a	n/a	887	-26%
Definite Attendance	988,582	1,319,791	-25%	1,144,040	-14%
Definite Room Nights Estimated¹	2,174,880	2,903,540	-25%	2,516,888	-14%
Definite Room Nights Requested²	1,198,294	1,657,182	-28%	1,530,499	-22%

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

Convention Marketing Update

New M&C Web site Launched

Following final input from staff, members and local meeting professionals, the M&C Web site launched. The site URL is now incorporated in all M&C marketing efforts. We also began a specific keyword search advertising campaign on Google, and distributed two e-mail blasts to meeting professionals to drive traffic to the site. For the first 60 days, the site has generated 54 convention sales RFPs and 20 meeting services RFPs.

"C-suite" Initiative Finalized

The marketing plan for corporate meetings targeted at C-suite executives in 2010 was finalized. Vehicles scheduled to be used include *Fortune Magazine* subscription program with wraps (to a targeted group of 2,500 executives), SmartBriefs e-newsletters, and a digital buy that will provide 1 million impressions through banner advertising on top Web sites targeted at C-level executives. The program will run January through December 2010 giving consistent exposure.

Targeted Letter to Fortune 1000 Presidents/CEOs

A personalized letter from Mayor Crotty was sent to the Fortune 1,000 presidents/CEOs stressing the value of face-to-face meetings and the return on investment from meeting in Orlando.

Client Advisory Board (CAB) Meeting

The Orlando/Orange County CVB sales team, along with the Orange County Convention Center sales team, co-hosted the Client Advisory Board meeting with an excellent turnout of 37 CAB members. The Orlando/Orange County CVB ran a roundtable discussion on helping to support large trade show executives in their attendance-building efforts.

Completed Attendance-Building Video

A specific video designed to be used by meeting professionals to help stimulate turnout for an upcoming Orlando meeting or convention was completed. More than 10 meeting planners requested this video within a two-week period.

Events

Tradeshows/Missions/FAMS	Date	No. of Attendees / Participants	Total Leads Generated / Average Peak Rooms / Total Room Nights
Florida Society of Association Executives (FSAE)	July 8-11	375	No RFPs generated, this was an educational show.
Fraternity Executives Association (FEA)	July 9-10	367	2 / 384 / 2,993
Meeting Professionals International-World Educational Conference (MPI-WEC)	July 11-14	2,300	3 / 392 / 4,070
Council of Engineering and Scientific Executives (CESSE)	July 21-24	400	This was a client sponsorship, not a lead generating event.
Destination Marketing Association International (DMAI)	July 29-31	1,100	This was not a lead generating event.

International Association of Exhibitions and Events Southeastern Classic (IAEE)	Aug. 6-8	70	No leads generated, this was an educational event.
Chuck Cook Tradeshow	Aug. 13	677	8 / 49 / 1,427
Meeting Professionals International – Southeast Education Conference (MPI-SEC)	Aug. 13-15	375	9 / 83 / 2,156
American Society of Association Executives Annual Conference (ASAE)	Aug. 15-18	4,900	2 / 1,195 / 11,310
Site Canada	Aug. 24	120	This was a networking event/ golf tournament.
Successful Meetings University –Florida (Florida Meetings Marketplace)	Aug. 24-26	93	3 / 378 / 2,996
Francine Marketing Annual Tradeshow	Aug. 25	240	The show was not really a trade show format for the Orlando/ Orange County CVB but more of an opportunity to partner with Francine Marketing and have the opportunity to network with existing clients.
Incentiveworks	Aug. 25-26	2,180	4 / 235 / 6,590
Connect	Aug. 27	407	7 / 2,625 / 17,930
Tom Joyner Reunion	Sept. 7	12,370	This was a client sponsorship, not a lead generating event.
Hospitality Sales & Marketing Association/ International Affordable Meetings (HSMIA)	Sept. 9-10	1,000	For this show, we received 6 RFPs, 24 returned pre-mailer postcards and another 108 prospects. Peak rooms and room nights to be determined.
Chinese American Technology & Culture Conference	Sept. 9-12	85	Client event, this was not a lead generating show.
Client Advisory Board Meeting	Sept. 10-13	34	No leads generated from this event. This was a sponsored event with the OCCC.
West Coast Sales Mission	Sept. 14-18	28	1 / 285 / 1,055
SPORTS Tradeshow	Sept. 16-18	35	No leads generated. Sponsored event.
USA Meeting & Incentive Forum	Sept. 20-22	82	1 / 100 / 100
Government/Educational FAM	Sept. 24-26	6	No leads generated from this event, this was an educational program.
Incentive Travel & Meeting Executives Motivation Show (IT&ME)	Sept. 29 -Oct. 01	TBD (still waiting on numbers from show mgmt)	2 / 120 / 495

Number of Meeting Client Site Visits, July 1 – September 30	88
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LEISURE MARKETING

Domestic Marketing Campaign

The domestic fall campaign kicked off in September with the theme “Free-For-Fall Deals”. The campaign included advertising elements such as radio, regional magazine and weekly newspaper, online and outdoor in both Florida and Atlanta. Major publicity and promotions initiatives took place including blitzes of the Miami and Atlanta markets with publicity on TV, radio and online outlets. Consumer activities included sponsorship of the Florida Marlins and Atlanta Braves baseball teams. Partnerships with AAA and AARP were also in place and travel agent training sessions with hundreds of agents were conducted across Florida and in Atlanta. The month of September also kicked off Magical Dining Month with more than 75 restaurants participating.

2009 Fall Direct Marketing Campaign

The first drop of the fall direct marketing campaign was sent to approximately 250,000 households on August 27, which included consumers from our in-house database but also from a targeted purchased list. There were two versions: Families and couples residing in Atlanta/South Georgia and Florida (excluding the Central Florida area). The second drop was a postcard which was sent out in September to 100,000 households taken from the original audience list. These 100,000 were consumers that did not respond to the first piece.

The campaign’s creative and messaging complemented the 2009 fall “Orlando Makes Me Smile” campaign, which included a retail message for fall offers and discount attraction tickets. The creative provided space for six pre-formatted partner advertisements. Our participating partners were included both on the direct mail piece and the campaign landing page.

In addition to the direct marketing campaign, we also sent out the following targeted e-mail blasts:

- A Magical Dining e-mail to 10,125 local residents in August
- Fall campaign e-mails were sent to approximately 600,000 in August and September

United Kingdom Marketing Campaign

The fall U.K. campaign kicked off on September 13 with an advertorial in the national paper *News of the World*. The advertorial featured the major theme parks and Virgin Holidays as partners. The television campaign also kicked off on September 14 for a 4-week flight. The ads featured our new “Girl Swimming”, “Fireworks” and “Shopping” creative with a call to action to Virgin Holidays for the first 2 weeks. Ads running in October featured Travel City Direct and Thomas Cook as the call to action. Online advertising, including key word search and display advertising, also began in September. Danielle Courtenay and Jay Santos joined the London-based Orlando/ Orange County CVB team for travel industry/media launch of Orlando campaign held on September 8 as well as for sales calls to local campaign partners/tour operators including Walt Disney Resort; Universal Orlando Resort; Worlds of Discovery, as well as British Airways; Virgin Holidays/Travel City Direct; TUI UK; lastminute.com and Thomas Cook. In addition, publicity efforts included a Web chat and radio campaign, creative press drops and extensive press outreach on "Orlando deals to smile about."

Brazilian Marketing Campaign

After completion of the first phase of the Brazil campaign that ran from March through May, the decision was made to delay the second phase from a planned launch of mid-August until late August to allow the negative publicity from the H1N1 flu to abate. For the second phase, a telephone call to action was included in addition to the Web site call to action for the eight tour operator partners. This had a positive impact resulting in a total of 12,052 page views for the tour operator home page through the end of September, as well as reported increases in bookings ranging from 30 to 100 percent. Promotional partner Editora Abril communications group cited the Orlando campaign as one of their most successful campaigns ever with their *Viagem e Turismo* magazine experiencing a sales increase of 18.5 percent between May and July. Theme park partners – Disney Destinations, Universal Orlando Resort and Busch Entertainment – received 14,100 total click-throughs year-to-date (end of September.) A total of 80,220 page views to the campaign landing page reflected an increase of 918% year-to-date. More than 61

million media impressions were generated from the television, print and online ads through September 30. The publicity team engaged in aggressive media relations activity that produced 28 articles for a total media value of nearly \$14 million.

Media Buy

Advertising Vehicle	Impressions	Description
Online Advertising - Domestic	37,343,000	Google/Yahoo pay per click and display networks
Fall Campaign	87,513,000	Radio, Print, Online, Outdoor
Domestic Outdoor	138,000,000	Digital billboard in NY Times Square
UK/Ireland Campaign	147,042,000	Television, newspaper advertorial, online
Brazil Campaign	22,171,000	Newspaper, magazine and online media

Web Site

July-September	Comparison to Goal			Comparison to Prior Year	
	Q3 2009	Q3 Goal	Variance	Q3 2008	Variance
Monthly Unique Visitors*	1,004,846	580,000	73%	536,121	87%
Total Page Views*	5,878,868	3,889,790	51%	3,417,362	72%
Total Visits*	1,117,627	638,000	75%	601,719	86%
Pages Viewed Per Visit**	5.3	5.5	-4%	5.7	-7%
Time Per Visit (average minutes)	6.6	6.8	-4%	7.5	-13%
Web Site Sessions ¹	1,320,108	852,000	55%	715,900	84%

¹ Represents hourly unique visitors.

* Sessions, Page Views, Total Visits are all tracking significantly ahead of goal. Ongoing efforts in Search Engine Optimization and Search Engine Marketing continue to enhance our results.

** Pages Viewed per Visit and Time Per Visit are down slightly due to increases in paid traffic where users are directed to specific landing pages including the Smile pages for travel deals and offers.

January - September	Comparison to Goal			Comparison to Prior Year	
	YTD 2009	YTD Goal	Variance	YTD 2008	Variance
Monthly Unique Visitors	3,364,907	2,470,000	36%	2,319,477	45%
Total Page Views	19,145,534	16,104,240	19%	14,854,209	29%
Total Visits	3,635,035	2,717,000	34%	2,576,587	41%
Pages Viewed Per Visit	5.3	5.5	-4%	5.8	-9%
Time Per Visit (average minutes)	6.9	6.8	2%	7.6	-9%
Web Site Sessions ¹	4,283,700	3,627,700	18%	3,030,224	41%

¹ Represents hourly unique visitors.

Social Media

In the third quarter we continued to expand upon our destination Twitter page and Facebook fan page. We also added a separate Twitter page for 67 Days of Smiles, along with a unique blog site, which was updated by our Smile Ambassadors, Kyle Post & Stacey Doornbos. These platforms, along with YouTube and TripAdvisor, give us the opportunity to speak to potential visitors through four of the world's most highly visited Web sites.

- Twitter: Short messages (Tweets) allow us to share news, deals, contest information and more with a growing list of followers.
- Facebook: The same options also exist on Facebook with the added opportunity to share videos, photographs, and other messages to fans of Visit Orlando.

- YouTube: Our user channel allows us to share Orlando videos on the world's most popular video sharing web site.
- TripAdvisor: Orlando is positioned as a Destination Expert in Trip Advisor's highly visited forums where Orlando/Orange County CVB Travel Counselors offer their expertise by answering user questions about the destination.

July-September	Created	Q3 Fans/Followers	Q3 Videos Viewed	Q3 User Interactions*
Facebook	5/14/09	4,488	n/a	1,829
Twitter – VisitOrlando	2/5/09	1,193	n/a	4,433
Twitter – 67 Days	8/25/09	810	n/a	Not tracked
YouTube	12/5/09	62	18,638	n/a
TripAdvisor	9/30/08	n/a	n/a	249

*Comprised of TripAdvisor Forum Posts, Twitter links clicked and Facebook likes and comments.

January-September	Created	Total Fans/Followers	YTD Videos Viewed	YTD User Interactions*
Facebook	5/14/09	5,288	n/a	2,033
Twitter – VisitOrlando	2/5/09	2,993	n/a	6,229
Twitter – 67 Days	8/25/09	810	n/a	Not tracked
YouTube	12/5/08	113	43,236	n/a
TripAdvisor	9/30/08	n/a	n/a	427

*Comprised of TripAdvisor Forum Posts, Twitter links clicked and Facebook likes and comments.

Travel Trade

Domestic/Canada

Tradeshaw/Mission/FAM	Date	Location	Audience
Travel Agent Magazine Full page ads – Orlando Travel Academy	July 6 & 20 and Aug. 3 & 31	U.S.	51,000 circulation each for a total circulation 204,000 to US travel agents
Canadian Travel Press 1/8 page ads – Orlando Travel Academy	July 6 & 20	Canada	4,500 circulation each for a total circulation of 9,000 to Canadian travel agents
Montreal Sales Mission: • Thomas Cook Res Center Training • itravel2000 Educational Seminar • Canadian Automobile Association Training • Sunwing Vacations Res Center Training	July 27– 31	Montreal, QC	100 reservation agents, retail travel agents and auto counselors
Thomas Cook Product Launch	Aug. 17- 18	Toronto, ON & Montreal, QC	1,000 agents in Toronto and 550 agents in Montreal
SYTA – Student Youth Travel Association Annual Conference	Aug. 28 – Sept. 2	Norfolk, VA	17 prescheduled appointments with student tour operators and roundtable discussions with 12 operators; sponsored Visit Florida reception with 65 operators
Southwest Airlines Vacations agent incentive	Sept. 1 – Oct. 15	Orlando, FL	Developed program where SWAV offers \$25 incentive to Orlando Travel Academy Graduates for booking Orlando packages through SWAV; E-mail promoting sent to 1,500 graduates

AAA Trainings and Florida Marlins Game & Dinner	Sept. 1-4	South Florida	Destination training at 9 offices in south and west Florida reaching 35 auto counselors; hosted 7 for a Florida Marlins game and dinner - supporting consumer promotion
American Express Platinum & Centurion Call Center	Sept. 2	Miramar, FL	Destination training to 135 reservation agents and managers
AAA Trainings and Atlanta Braves Game & Dinner	Sept. 14-18	Atlanta, GA	Destination training at 5 AAA offices in the Atlanta area reaching 30 managers & auto counselors; hosted 10 for dinner and game - supporting consumer promotion
American Express Platinum & Centurion Call Center	Sept. 16	Atlanta, GA	Destination training to 130 reservation agents and managers
THETRADESHOW	Sept. 13-15	Las Vegas, NV	3,000 retail travel agents

Latin America/Spain

Tradeshow/Mission/FAM	Date	Location	Audience
Visit USA Costa Rica Travel Trade Event	Aug. 5-7	San Jose, Costa Rica	300 travel agents and wholesalers attended trade show held on August; appointments conducted with 11 wholesalers generating 9 leads, 3 fam tours and potential for charter groups on new TACA flights beginning in November
Visit USA Mexico Educational Seminar	Sept. 2	Monterrey, Mexico	Orlando presentations conducted for 70 travel agents
Educational Seminar - Argentina	Sept. 2	Buenos Aires, Argentina	Seminar with wholesaler, Vie Tour, for 46 travel agents
Argentina Sales Calls	July–Sept.	Buenos Aires and Rosario, Argentina	Sales calls to 12 local Buenos Aires wholesalers. Sept. 30-4: Met with wholesalers: Trans Atlantica Viajes; Falavalla Viajes and Intercity in Rosario
Continental Airlines Southern China FAM	Sept. 10-14	Orlando, FL	Hosted 9 tour operators from Guangdong province; 1 Continental Airlines rep; 1 VISIT FLORIDA rep
Galaxy Super Fam	Sept. 13-20	Orlando, FL	Hosted 340 travel agents from Argentina, Bolivia, Brazil, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Paraguay, Peru, Uruguay and Venezuela
Japan Association of Travel Agents (JATA) World Travel Fair	Sept. 18	Tokyo, Japan	20,821 travel trade and media attended
Outlet de Turismo Trade Show	Sept. 22-25	Bogota, Colombia	Orlando/Orange County CVB partnered with Visit USA Colombia for first-ever consumer/trade event at which packages could be purchased directly at the show by consumers. Estimated 800 consumers in attendance; approximately 400 Orlando packages sold on site by exhibiting wholesalers. Orlando/Orange County CVB conducted appointments with 10 airlines and wholesalers in attendance

Visit USA Mexico Educational Seminar	Sept. 23	Mexico City, Mexico	104 travel agents in attendance
Logan Seminar - Argentina	Sept. 23	Buenos Aires, Argentina	Training seminar for 12 staff of Argentine tour operators

Europe

Tradeshow/Mission/FAM	Date	Location	Audience
Visit USA Travel Industry Ball	July 9	London, England	Annual event hosted by UK Visit USA committee for British travel industry; 81 travel professionals in attendance 11 representatives were in Orlando to be updated on the product as part of their agent destination training program; Orlando/ Orange County CVB is partnering with TUI on the program which is targeted to reach 3,000 agents by year's end
TUI Germany Training Program	Aug. 6-7	Orlando, FL	
German Travel Agent Round Tables	Sept. 8-9	Berlin & Bremen, Germany	190 travel agents in attendance
Lufthansa/SATO German FAM	Sept. 17-21	Orlando, FL	SATO agents are responsible for making travel arrangements for U.S. service personnel based abroad; 9 travel agents and 1 Lufthansa rep attended
International French Travel Marketing (IFTM) Presentation and Dinner	Sept. 21-22	Paris, France	Dinner organized by VISIT FLORIDA in which 41 travel trade professionals were in attendance
Aer Lingus Travel Trade Workshop	Sept. 23-24	Dublin, Ireland	100 travel trade professionals in attendance

Web Updates	Date	Location	Audience
Material order form – add French Holiday Guide	July 9	Orlando, FL	Travel trade professionals – supporting launch of the French version of the Orlando Travel Academy
Launch French version Orlando Travel Academy	Aug. 27	Canada	Travel trade professionals in Quebec, Canada
Fall for Free	Aug. 25	Orlando, FL	Travel Trade Professionals

Broadcast E-mail	Date	Location	Audience
Travel Leaders – Orlando Travel Academy	July 6	U.S.	2,000 Retail Travel Agents
Orlando Travel Academy Graduate Newsletter	July 20	U.S.	1,380 Graduates of the Orlando Travel Academy
Orlando Travel Academy Graduate Newsletter	Aug. 12	U.S.	1,500 Graduates of the Orlando Travel Academy
Travel Agent Magazine – Promotion of OTA	Aug. 11	U.S.	60,000 retail and home based agents
Travel Industry Member E-newsletter	Aug. 20	U.S.	87,000 Travel Professionals U.S. & Canada
E-blast promoting 67 Days of Smiles to the travel trade	Sept. 10	U.S./ Canada	87,000 Travel trade professionals U.S. & Canada

Brochure Distribution	Date	Location	Audience
Launched Travel Agent Passport	July 20	Orlando, FL	Orlando Travel Academy Graduates – 20 Passports distributed though Sept.
Tour & Travel Reference Manual Mailing	Sept. 25	U.S.	27,707 Retail travel agents in the U.S.

Strategic Alliances (Promotions)

Below are some highlights from our third quarter activity:

July-September	Media Value	Market	Form of Media	Circulation	Impressions
Boston Market – Promotion with major restaurant chain	\$554,000	National U.S.	Print / Online / In-store	48,080,000	52,100,000
MovieTickets.com – Tie-in with #1 movie “Cloudy With A Chance Of Meatballs” online	\$297,000	National U.S.	Online	3,000,000	15,300,000
Snappy Snaps – Promotion with major UK retail photo chain	\$250,000	United Kingdom	Print / Online / In-store	1,500,000	8,000,000
TOTALS:	\$1,101,000			52,580,000	75,400,000

Visitor Services

July-September	Q3 2009	Q3 2008	Variance
Number of Walk-ins (Visitor Center)	28,999	31,002	-6.5%
Phone Calls Received (Call Center & Visitor Center)¹	9,426	10,377	-9.16%
E-mails Processed (Call Center & Visitor Center)	928	860	7.9%

January-September	YTD 2009	YTD 2008	Variance
Number of Walk-ins (Visitor Center)	79,078	80,877	-2.2%
Phone Calls Received (Call Center & Visitor Center)¹	35,117	41,206	-14.8%
E-mails Processed (Call Center & Visitor Center)	3,115	3,028	2.9%

¹ Phone calls are down significantly for the quarter and year – the economy and fewer people planning trips are possible explanations. Also, more travelers are shifting to online planning.

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PUBLICITY

Exceptional performance reflects the strength of fall campaign activity in the U.S., Canada and the U.K. and increased emphasis on consumer press throughout Latin America. The decrease in circulation numbers reflects the adjustment of Web site impressions due to a change in our internal valuation calculations.

July-September		Comparison to Goal		Comparison to Prior Year	
	Q3 2009	Q3 Goal	Variance	Q3 2008	Variance
Number of Clips	1,190	444	168%	647	84%
Circulation	305,519,000	426,066,000	-28%	439,698,000	-30%
Value¹	\$18.4M	\$11.4M	61%	\$11M	67%

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

January-September		Comparison to Goal		Comparison to Prior Year	
	YTD 2009	YTD Goal	Variance	YTD 2008	Variance
Number of Clips	2,903	1,332	118%	1,617	80%
Circulation	2,019,932,000	1,278,197,000	58%	1,016,743,000	99%
Value¹	\$49.0M	\$34.2M	43%	\$29.9M	63%

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

July-September	Q3 2009
Press Tours	Results
Orlando for Adults Fall Getaway Press Trip, Aug. 20-24, Orlando, FL	Four domestic journalists, who each brought along a companion, to experience first-hand a variety of options for a long weekend getaway to Orlando, publications included: <i>South Florida Sun-Sentinel</i> (circ. 218,286); <i>El Nuevo Herald</i> (circ. 79,963); <i>Metro Boston</i> (circ. 166,267); <i>Metro Philadelphia</i> (circ. 128,927); <i>Metro New York</i> (circ. 307,312); Terra.com (1.8 million visitors) and <i>Moultrie News</i> (circ. 70,000).

July-September	Q3 2009
PR Tradeshow/ Mission/ Events	Results
Orlando Media Luncheon, July 8, Buenos Aires, Argentina	Event commemorating U.S. 4th of July and Argentina's Independence Day; attended by 21 print, broadcast and online media as well as representatives from U. S. Embassy, American Airlines, Visit USA Committee and State of Florida.
Miami Blitz Media Mission, Sept. 1-3, Miami, FL	Hosted a luncheon for 21 media at the Viceroy Hotel and conducted five radio interviews with WAMR 107.5FM (audience 5,000); WCMQ 92.3 FM (audience 63,900); Caracol Radio 1260AM (audience 20,000); Actualidad Radio 1020AM (audience 1,000) and Marlins Radio and seven television interviews with South Florida Today; Telemundo (audience 30,000); MEGA TV (audience 3,000) and Miami Latin TV (audience 5,000).

<p>La Cumbre, Sept. 8-11, San Juan, Puerto Rico</p>	<p>Met with 35 media members through one-on-one meetings including: <i>La Agencia de Viajes</i> (circ. 12,000); <i>El Mensajero Turístico</i> (circ. 6,000); <i>Airport News</i>; <i>Report Americas</i> (circ. 17,500 throughout Latin America); <i>Revista Pasajero de Aerosur</i> (circ. 150,000); <i>Panrotas Jornal</i> (circ. 5,000); <i>Ladevi Ediciones Online</i> (circ. 20,000); <i>Revista Cosas</i> (circ. 10,000); <i>Revista Gaceta</i> (25,000); <i>Revista Tavel Time</i> (circ. 10,000); <i>Revista Viajeras de Colección</i> (circ. 20,000); <i>El Tiempo</i> (circ. 350,000); <i>Gerencia de Viajes</i> (circ. 15,000); <i>Revista Viajes</i> (circ. 6,000); <i>Imagazinetur.com</i> (4,000 visitors); <i>Listín Diario</i> (circ. 88,000); <i>Traffic News</i> (circ. 68,000); <i>Viajero.com</i> (90,000 visitors); <i>Asesoría Turística</i> (circ. 10,000); <i>Invertour</i> newspaper (circ. 10,000); <i>Dimensión Turística</i> (circ. 10,000); <i>Publitur</i> (circ. 3,400); <i>Turistampa</i> (circ. 16,000); <i>Travel Update</i> (circ. 10,000); <i>Mundo Turístico</i> (circ. 6,000); <i>Editorial Turística</i> (circ. 12,000); <i>El Nuevo Día</i> (circ. 265,000); <i>Primera Hora</i> (circ. 150,000); <i>Buen Viaje TV</i> (audience 500,000); <i>Casiano Communications</i> (circ. 300,000); <i>Gerencia de Viajes</i> (circ. 15,000); <i>Quinceañera</i> (circ. 15,000); <i>Latin Press Inc.</i> (circ. 18,000) and <i>Agencia EFE</i> (worldwide outreach + millions in combined circulation).</p>
<p>Atlanta Blitz, Sept. 15-17, Atlanta, GA</p>	<p>Interviews were conducted over the course of the blitz with Atlanta & Company (WXIA NBC); WAGA (FOX) Good Morning Atlanta; Comcast Sports Night; Rolling Out TV and WALR-AM. Atlanta & Company afforded us with the opportunity for three interviews which featured Peter Cranis, 67 Days of Smile pair Kyle Post and Stacey Doornbos and Worlds of Discovery trainers and animals.</p>

Individual Press Trips to Orlando	No. of Journalists	
<p>July 1 – Sept. 30</p>	<p>22</p>	<p>Matthias Bechart, Bible Broadcasting Network Felicia Mann, <i>Charisma</i> Barbara David, <i>Cincinnati Family Magazine</i> Lorraine Stacey, Examiner.com Kelly Gray, Freelancer Harold Lamar, Freelancer Robin Pharo, Freelancer Trish Utter, <i>Good Life Community Magazine</i> Kathleen Walls, Guidebook writer Monica Puig, <i>LatinBiz</i> Jason Cochran, <i>New York Post</i> Maureen Post, OnMilwaukee.com Daniel Stovall, KSTA-AM Kathy Beck, <i>Senior Connection/Mature Lifestyles</i> Caroline Love, <i>West Side Community News</i> Shannon Norwood, WJXT-TV Barry Banker, WKHB-AM Wayne Filowitz, WRPB Radio Guillermo de la Corte, <i>Nexos Magazine</i> (U.S. Hispanic) Jorge Miguel Gonzalez, WCMQ 92.3 FM (U.S. Hispanic) Edwardo Alvarez, Telemundo Network (U.S. Hispanic) Monica Puig, LatinBiz.com (U.S. Hispanic)</p>

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During the third quarter representatives of the Orlando/Orange County CVB presented to 16 different groups reaching more than 2,900 attendees. Groups include: Zora Jump at the Sun Youth Program, *Orlando Business Journal* & Orlando/Orange County CVB 25th Anniversary Event, CFHLA Forward Thinking 2010 Seminar Panel, Chinese Consulate – Shanghai University Group, CESSE Challenges & Opportunities Panel, Leadership Orlando Class at the Medical City, Downtown Quarterly Hotelier Meeting, August Marketing Briefing & Luncheon, Community Marketing Briefing, African American M&C Tourism Coalition, Beacon Awards Dinner, Tourism Development Commission, Orlando Ad 2 Young Professionals in Advertising, University of Central Florida Crisis Public Relations class, American Marketing Association Central Florida Chapter and the Arnold Palmer Block Party.

ZORA Legacy and Zora Festival

The Orlando/Orange County CVB supported the Zora Legacy Committee by hosting planning meetings and conference calls, as well as developing a sponsorship program and marketing plan for the 2010 Zora Legacy Awards event. The Orlando/Orange County CVB also assisted the Zora Festival in securing the UCF Rosen College campus and auditorium to hold the Zora Legacy Awards event on January 30, 2010.

ZORA Neale Hurston – Jump at the Sun Program

The Orlando/Orange County CVB developed and coordinated the ZORA Jump at the Sun Summer Youth pilot program with 15 high school participants from the ZORA/Eatonville PEC Summer Youth Program. The results from this pilot program will be featured in the January 30, 2010 Zora Legacy Awards event at the UCF Rosen College. The Jump at the Sun pilot program targeted the tourism industry and showcased a week long program of tourism site visits, education and career exploration for the youth group. Visits included the Orange County Convention Center, the Orlando/Orange County CVB, Gatorland, Swan & Dolphin Hotel, Orlando International Airport, Rosen Shingle Creek Resort, UCF Rosen College Campus and SeaWorld Orlando.

Channel 13 Today's Agenda with Gary Sain Regular Tourism Spots

The Orlando/Orange County CVB tapes a monthly tourism and travel related program, Today's Agenda, that airs on Central Florida News 13. The topics for the three shows that aired the third quarter of 2009 were: the Orlando/Orange County CVB 25th Anniversary, Summer Travel and Magical Dining program; fall campaign and the Oxford Economics Study of Meetings ROI.

Orange TV Hot Topics TV Show on Tourism

The Orlando/Orange County CVB partnered with Orange TV to recruit speakers for the Hot Topics TV show on tourism. Danielle Courtenay participated in panel discussions about Central Florida's tourism industry's present and future vision. The show also featured public service announcements for the Orlando Magical Dining Month program. The show aired during the month of September four times on Vision TV and six times on Orange TV on Brighthouse Networks and reached a total of 130,000 households.

Beacon Awards

The Orlando/Orange County CVB participated in the Beacon Awards Executive Host Committee, recruited businesses to participate in the Beacon Awards, and participated in the program and awards presentation at the Beacon Awards event on September 10, 2009. More than 250 community leaders attended this event at Disney's Yacht and Beach Club which recognizes businesses that are leading the way in workplace diversity programs. The Orlando/Orange County CVB was a recipient of a Beacon Award in 2008.

Corporate Social Responsibility Policy & Community Relations Audit

The Orlando/Orange County CVB developed a Corporate Social Responsibility Policy and a Charity Selection form; as well as, a comprehensive tracking system for its charitable involvement. The tracking system quantifies and categorizes the Orlando/Orange County CVB efforts for 2009. Year-to-date, the Orlando/Orange County CVB has supported more than 30 charitable events and sponsorships. Donations totaling \$86,000 in cash, in-kind support and materials from member and staff events has been provided to different charities such as: Heart of Florida United Way, the YMCA Aquatic Center, A Gift for Teaching, Give Kids the World, the Dr. Phillip's Hospital Perry Pavilion, the Coalition for the Homeless of Central Florida, etc.

African American Meetings & Convention Coalition

In order to engage the African American Community to support African American Meetings & Convention sales opportunities, the Orlando/Orange County CVB worked with the Meetings and Conventions Sales team and the African American Chamber to hold an African American Meetings and Convention Coalition breakfast. The Orlando/Orange County CVB partnered with the African American Chamber, the Orange County Convention Center and

Centerplate to host this breakfast for more than 15 community leaders that have agreed to be a part of this ongoing partnership effort to increase Orlando's opportunities to secure more African American Meetings & Conventions.

2009 Tourism Job Shadow Day

The Orlando/Orange County CVB coordinated with the UCF Rosen College to implement the Annual Tourism Job Shadow Day Program. The purpose of this program is to celebrate World Tourism Day and match tourism industry hosts with students who are exploring career paths in the industry. Twenty-three tourism industry hosts accommodated 100 students; which represents a 33% increase in students from last year. Some of the participating hosts were Walt Disney World Resort, Worlds of Discovery, Gatorland, Swan & Dolphin Hotels, Celebrity Resorts, Mears Transportation, Maitland Art Center, Loews Portofino Bay Hotel, Centerplate, GES, and Fleming's Prime Steakhouse.

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MARKETING PRODUCTS

Production

For the third quarter of 2009, the Publications & Interactive Services team successfully completed a total of 673 projects, which included 293 graphic requests, collateral and print type projects and 380 web-related jobs.

Included in this total were the following large projects:

- *Tour & Travel Reference Manual 2010* – 70,000 qty
- *56-page UK Holiday Guide* – Sep – 50,000 qty
- Magicard cards & brochures (3 versions) – 550,000 qty
- Fall 2009 Consumer Guides
 - Attractions Guide – 750,000 qty
 - Vacation Guide – 200,000 qty
 - Visitors Guide – 300,000 qty
 - Conference Attendee Guide – 200,000 qty
- Drive Market Direct Marketing Campaign – 250,000 qty
- Mayor Crotty Letter Mailing to Society of Government Meeting Planners
- 25th Anniversary Event signage, nametags, PowerPoint
- *Meeting Planners Guide* Features Piece
- Invitations for Gold Cup and the Destination Orlando University Fams
- Pre-mailers for ASAE and HSMAI
- Member Handbook
- Tom Joyner signage
- OBJ 25th Anniversary Overrun Mailing
- Amenities for Plastics Society
- *Food & Wine* wraps for Oct., Nov. and Dec. Executive Subscription Program
- 13 Meeting & Convention Print Ads
- 12 ads for the 2009 fall magazine campaign (4 Co-op Ads, 8 Brand Ads)
- 28 ads for the 2009 fall newspaper campaign (10 Magical Dining, 18 Brand Ads)
- 7 consumer print ads

Large Web projects included:

- M&C Site Launch
- 67 Days of Smiles Campaign
- Magical Dining Campaign
- Free For Fall Campaign

- Made For Canadians Campaign
- 2009 Drive Market Direct Marketing Campaign
- Migrated Ticket Site to new servers
- Implemented PayPal security improvements on Ticket Site

Everything Ink projects included assignments for:

- United Arts: publishing the Sep/Oct issue of *Orlando Arts Magazine*
- Greater Orlando Aviation Authority: *Orlando Arts Magazine* third quarter Events Rack Card
- NAMSS: Postcard imprint
- Lean Accounting Summit program
- OOPSLA Advanced Program, Program Cover and CD Jacket Cover Design
- Holiday Inn Sunspree Ad

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About the Orlando CVB
Mailing Address: 6700 Forum Dr, Suite 100, Orlando, FL 32821
[Privacy Policy](#)

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.

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