



**TRAVEL &  
TOURISM**  
MAKES ME SMILE™

ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.®

## ORGANIZATIONAL HIGHLIGHTS

**May 6, 2010**

### **Organizational Highlights – First Quarter 2010**

After a challenging 2009, I am optimistic that 2010 will be a year of opportunity and growth for the destination. We have begun to see changes in consumer attitudes towards travel and our room-night demand has begun to rebound. The feedback we are receiving from meetings, convention and trade show planners is encouraging for the industry and positive for the Orlando meetings industry and the Orange County Convention Center. Leads are increasing over last year's and our sales team continues to put positive pressure on the market.

In the first quarter, we secured new meetings with great brands like CVS Caremark, SAP and John Deere. And, we continue to position the destination in a positive light with our creativity and value messaging. I'm excited about how our meetings and conventions Web site OrlandoMeeting.com has launched. We've seen steady increases in traffic to the site and increased Request for Proposals from potential clients. These are all good signs for an improving economy.

On the leisure marketing side, we've continued our focus both domestically and globally with the Orlando Makes Me Smile campaign. We've partnered with the theme parks and Brazilian tour operators to launch a second campaign in the emerging Brazilian market and we expect to see double-digit gains again. As you've heard, Canada is expected to become our number one international market and we continue focus on this segment with promotions and marketing. Last year we experienced declines in visitation from the United Kingdom and Ireland, but continue to keep Orlando top of mind in one of our largest international markets. But this year we are hearing positive news from these markets.

Our hotel product experienced significant growth in 2009. The Peabody Orlando expansion will continue that growth and with renovations of existing properties throughout the destination, our partners continue to show that Orlando is the destination to invest in.

Thank you for your commitment to keeping Orlando the top destination in the United States. And thank you for giving visitors the reasons why Orlando Makes Them Smile.

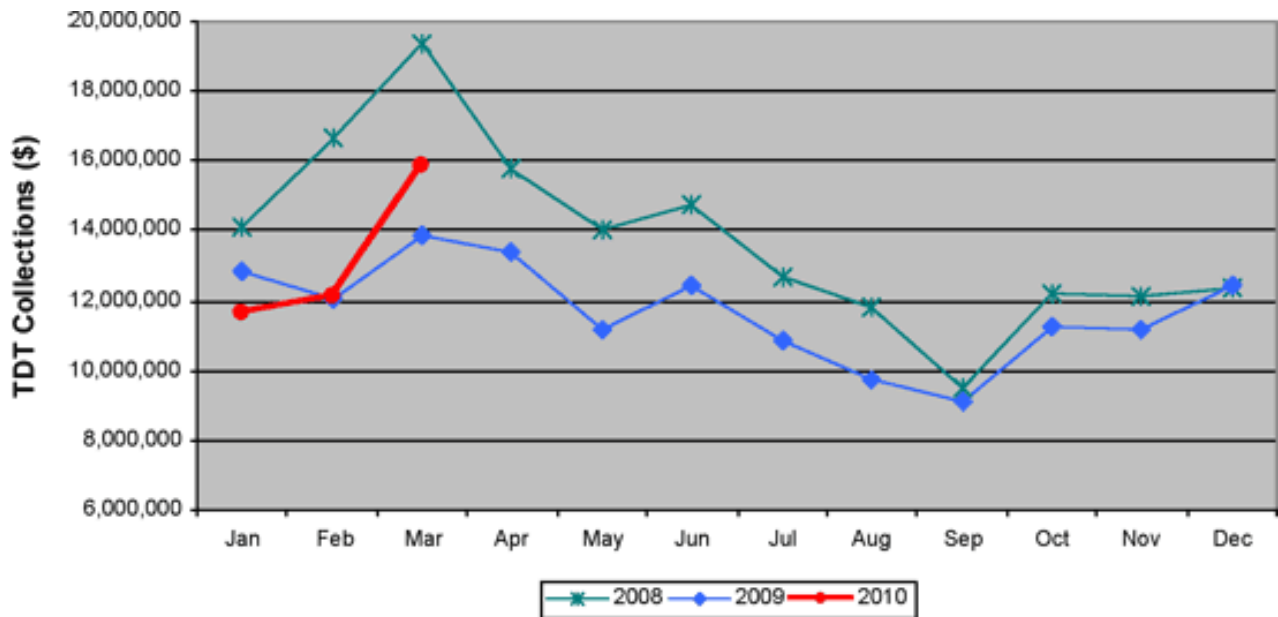
Warmest regards,

Gary C. Sain  
President & CEO

## Orlando CVB Activities

## INDUSTRY PERFORMANCE

### Orange County Tourist Development Tax Collections

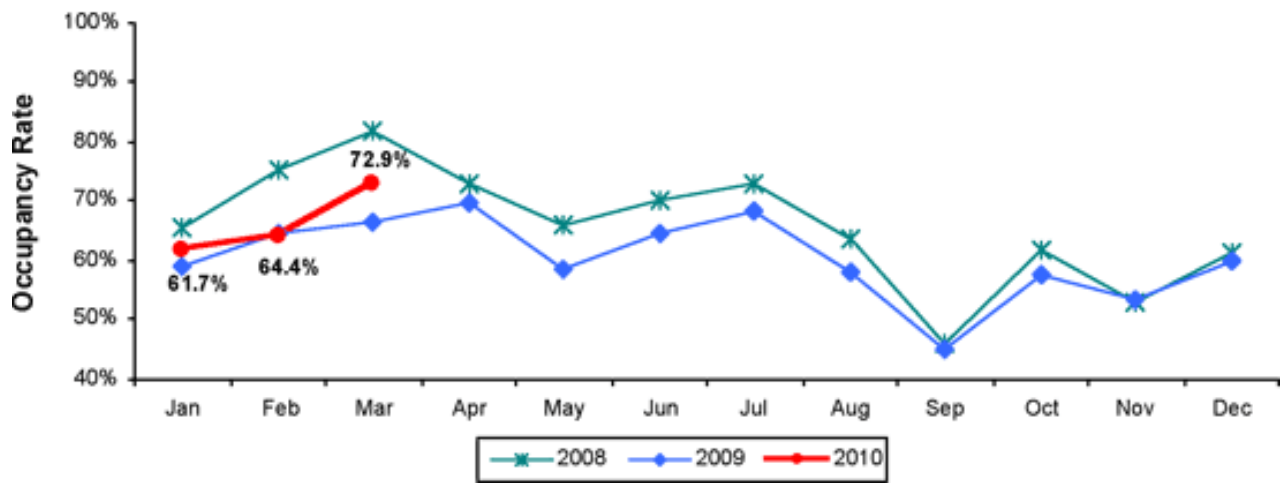


### Metro Orlando Lodging Indicators

The following results are based on the official January through March 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 results 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



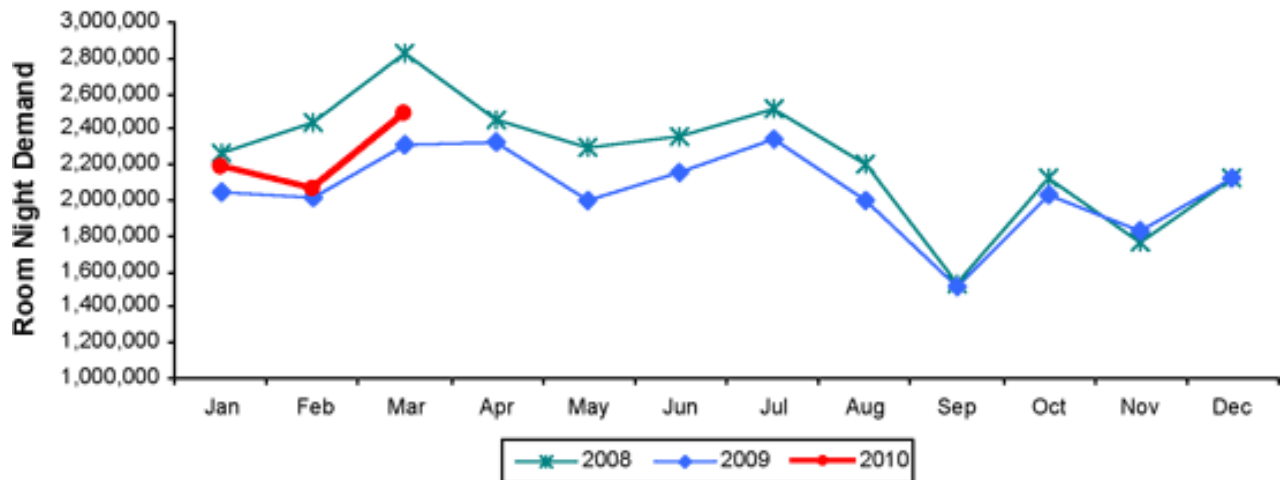
Occupancy

January-March	Q1 Results			Year-to-Date Results		
	2010	2009	Variance	2010	2009	Variance
Metro Orlando	66.2%	63.5%	4.3%	66.2%	63.5%	4.3%
National	51.9%	50.8%	2.3%	51.9%	50.8%	2.3%
Florida	64.8%	61.8%	4.8%	64.8%	61.8%	4.8%

Average Daily Rate

January-March	Q1 Results			Year-to-Date Results		
	2010	2009	Variance	2010	2009	Variance
Metro Orlando	\$98.24	\$107.07	-8.2%	\$98.24	\$107.07	-8.2%
National	\$96.27	\$100.61	-4.3%	\$96.27	\$100.61	-4.3%
Florida	\$120.24	\$125.03	-3.8%	\$120.24	\$125.03	-3.8%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

January-March	Q1 Results			Year-to-Date Results		
	2010	2009	Variance	2010	2009	Variance
Supply <sup>1</sup>	10,289	10,004	2.8%	10,289	10,004	2.8%
Demand <sup>2</sup>	6,832	6,352	7.6%	6,832	6,352	7.6%

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/ORANGE COUNTY CVB ACTIVITIES

### MEETINGS & CONVENTIONS (M&C)

Considering the economic conditions, and the slow recovery, overall team achievement was very good. The in-house team reached 95 percent of their lead goal and the entire team achieved 95 percent of their attendance goal – which was 75 percent higher than this time last year. The citywide team impact on attendance was boosted by booking Healthcare Information & Management Systems Society with 30,000 attendees; Solar Electric Power Association with 16,000 attendees and Ag Connect Expo with 15,000 attendees.

#### Convention Sales Performance

Corporate market production continues to remain sluggish. The team issued 190 corporate leads which are slightly down from the year over year comparison (197). To support the sales team's efforts toward the corporate segment, we hosted a corporate FAM in March and a Helms Briscoe FAM in April. Research for the Fortune 1000 accounts indicates 617 companies that will host events in the Orlando area and we will structure a future strategic plan against these. First, we will conduct a focused phone blitz to these 600+ companies on May 3. This telemarketing effort will continue to identify contacts, and future opportunities.

One positive area of improvement, year over year, is the small meetings activity. We are showing stronger activity in this area, with much shorter booking timelines. We anticipate that we will continue to see this trend over the next few months.

As you can see by the table below, there is improvement in the number of definite attendees being booked into the destination. We are seeing larger meetings booking, with less resistance to signing of contracts this year. This is allowing us to make up numbers against our booking pace, for both short-term and long-term. These improvements are starting to show in our future booking pace reports as well.

January-March	Comparison to Goal			Comparison to Prior year	
	Q1 2010	Q1 Goal	Variance	Q1 2009	Variance
Leads <sup>3</sup>	483	507	-5.0%	495	-2.0%
Definites	218	n/a	n/a	231	-6.0%
Definite Attendance <sup>4</sup>	340,096	356,197	-5.0%	200,327	70.0%
Definite Room Nights Estimated <sup>1</sup>	748,211	783,633	-5.0%	440,719	70.0%
Definite Room Nights Requested <sup>2</sup>	368,773	n/a	n/a	304,022	21.0%

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

3 Beginning in 2010, leads are only measured for In-House and EMM teams

4 Attendance for definite bulletins issued during the time reported have been replaced by the current booking attendance numbers (2010 and 2009)

**Convention Marketing Update**

The first quarter major activities in meetings and convention marketing included:

- Planning and creation of marketing materials reflecting the new M&C look. These include not only advertising and lead generation materials, but also entire campaigns devoted to a strengthened attendance-building initiative (designed to help primarily citywide meeting professionals increase their attendance at Orlando-based meetings) and a new identifiable, compelling "Welcome" campaign (to welcome attendees upon their arrival in Orlando, and throughout their stay).
- As a next step, an analysis of all sales support tools was done with the citywide and in-house sales teams. Top priorities include the creation of a compelling video to be used during sales calls, upgrade/standardization of the PowerPoint presentations used by the Convention Sales department and communication targeted to meeting professionals on 'Why Use a CVB.'
- Continued support of the corporate sales initiative with development/approval of another direct sales letter to be sent to the Fortune 1000 list. (This letter will be from Ray Gilley, President & CEO of the Metro Orlando Economic Development Commission.) Coordination with Ken Barnett ensures that this will fully support his day-to-day sales efforts. Also launched a major initiative that targets C-Suite executives through wraps on *Fortune Magazine*, sponsorship of SmartBrief online newsletter and digital advertising. Results include more than 3,000 page views of landing page to date and over 150 downloads of content supporting the value of face-to-face meetings.

**Events**

Tradeshows/Missions/FAMS	No. of Attendees / Participants	Comments
Professional Convention Management Association (TS), Jan. 10-13, Dallas, TX	3,100	The Orlando/Orange County CVB sent five AEs and two members of the executive management team to network with over 3,100 industry professionals. The key this year was on one-on-one appointments which was a contrast to past year's PCMA events, which were more educational focused.
Northern California Chapter of MPI, Jan. 20-21, San Francisco, CA	400	2010 was the second year the Orlando/Orange County CVB attended this event. The quality of the show was diminished in 2010, due largely to the supplier/buyer ratio. We will look for new opportunities beyond attendance at this event for the future, in order to interact with this highly technical client base.

<p>Religious Conference Management Association (TS), Jan. 26-29, Ft. Worth, TX</p>	<p>1,400</p>	<p>The Orlando/Orange County CVB sent the two lead SMERF AEs to this show, along with four members who staffed a double booth. In attendance were 275 qualified meeting planners. Booth traffic was good, and we received twelve RFPs, which we are currently tracking for conversion. RCMA was held in Ft. Worth. This continues to be a good opportunity for destination exposure to this market segment.</p>
<p>Tallahassee Client Appreciation, Feb. 18, Orlando, FL</p>	<p>142</p>	<p>Top Florida Association &amp; Government meeting planners were shown Orlando's best hospitality while networking and conducting business. This function continues to allow for development of new relationships/maintenance of existing relationships, and new business to the participating members and the Orlando/Orange County CVB.</p>
<p>Confex (TS), Feb. 23-25, London, UK</p>	<p>9,000</p>	<p>Confex is the largest and best-attended exhibition in the UK Events industry in London. It is a 3-day exhibition that repeatedly attracts over 9,000 UK planners with the power to make decisions. This event was very worthwhile to educate UK planners on Orlando as a MICE destination. There was a noticeable difference from the planners that visited the booth last year over this year. Instead of seeking vacation or leisure information, the planners wanted to learn more about Orlando as it relates to meetings &amp; conventions.</p>
<p>DMAI (Destination Marketing Association International) Foundation Dinner, Feb. 24, Washington, DC</p>	<p>11</p>	<p>The Orlando/Orange County CVB sponsored a ten-person table at this event, with the focus on clients who have tentative opportunities for the destination.</p>
<p>DMAI Destination Showcase (TS), Feb. 25, Washington, DC</p>	<p>1,300</p>	<p>This tradeshow is one which offers an extremely positive ROI, as convention bureaus and convention centers are the exclusive exhibitors and the clients come to do business. It is mainly association clients from the DC/MD/VA area, both in-house and city-wide clients.</p>

CESSE (The Council of Engineering and Scientific Society Executives) Mid Winter CEO Meeting, Feb. 28 – March 3, Indian Wells, CA	130	CESSE is an informal, not-for-profit international organization of chief executive officers and mid-to-senior level staff members of scientific and engineering societies. Our Silver level sponsorship allows us to participate in this event.
Meeting Planners Expo (TS), March 2, Gainesville, FL	215	The event is a well attended conference of University of Florida and government meeting planners. Building and maintaining these relationships will ensure future business opportunities for our organization.
New York Society of Association Executives, March 10, New York City, NY	200	Over 200 attendees participated in the reception/tradeshaw/theatre events. This event was coupled with sales calls to the NY area. Three RFPs were collected during the event.
Experient Envision Meeting, March 10-12, Ft. Worth, TX	500	This event included all of Experient's Strategic Account Managers and Key Executives including new President Jeff Price. Suppliers have the opportunity to network with Experient's top bookers throughout the event at both the regular tradeshow and the reverse tradeshow.
Corporate FAM, March 11-13, Orlando, FL	5	Based upon the attending clients changed perception (leisure to business) we believe that this FAM was worthwhile. Our focus was to provide a high quality experience to the attendees, with a strong educational focus.
Arnold Palmer Invitational, March 22-28, Orlando, FL	18	This year was focused on citywide clients for this high profile event. We had 14 organizations represented from out of the area, as well as eight local clients. Again this year, all feedback was positive.
Philadelphia Sales Mission, March 23, Philadelphia, PA	23	Participated with four Fairshare members on a small client event at the Wachovia Center in Philadelphia for Bon Jovi. The event was a huge success in this intimate setting. The Orlando/Orange County CVB received two new leads from a new client. We also were able to secure a position to host an Orlando Educational FAM Trip for MaxVantage meetings for 2010.

Number of Meeting Client Site Visits, Jan. 1 – March 31	67
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## LEISURE MARKETING

### **Domestic Marketing Campaign**

The Orlando/Orange County CVB partnered with VISIT FLORIDA on a joint television and radio campaign in several top U.S. feeder markets including New York, Atlanta, Chicago, Philadelphia, Boston and Washington DC. Television spots appeared in early morning, early news, and late news programming on broadcast affiliates (e.g. ABC) and also ran on leading cable networks during prime time. Radio spots ran on top rated stations reaching adults 25 – 54 in each market.

Flight dates for Television:

January 18 - February 14

(Chicago, New York, Philadelphia)

February 15 - March 14

(Atlanta)

Flight dates for Radio:

January 18 - February 14

(Chicago, New York, Philadelphia)

February 15 - March 14

(Atlanta, Boston, Washington DC)

### **Spring Campaign Print Schedule**

The spring magazine campaign, targeted to domestic travelers east of the Mississippi, launched in the March publications with the print ads continuing into June. The ads include new spring creative with Orlando brand ads and member co-op ads. Below is a list of magazines in which Orlando will be included.

Publication	Month	Circulation Per Issue
<i>Better Homes &amp; Gardens</i>	April and May	4,530,000
<i>Budget Travel</i>	April and June	390,000
<i>Family Circle</i>	March, April, May and June	1,951,000
<i>Fitness</i>	June	692,000
<i>Food &amp; Wine</i>	March, April, May and June	414,000
<i>Parents</i>	March, April, May and June	1,205,000
<i>Real Simple</i>	April, May and June	858,000
<i>Southern Living</i>	March, April and May	1,960,000
<i>Travel &amp; Leisure</i>	March, April, May and June	473,000

### **Spring Online Banner/SEM Campaign**

The Orlando/Orange County CVB continued with its Search Engine Marketing efforts including pay per click buys on Google, Yahoo and Bing. In addition, online video banners were purchased on Tremor Media, an online network that includes sites highly targeted to moms and families as a co-op campaign. The campaign was purchased on a cost-per-click basis, guaranteeing that each member will receive the exact number of contracted clicks. Each member provided an image, copy and call to action.

### **Outdoor in Times Square**

Orlando is featured on an electronic billboard in New York City's Time Square. The destination television spots are running on the board all with a call to action driving to VisitOrlando.com. The board delivers 46,000 impressions per month.

### **Brazilian Marketing Campaign**

The Orlando/Orange County CVB secured the partnership of Universal Orlando Resort and SeaWorld Parks and

Entertainment in preparation for the second year of a comprehensive co-op consumer advertising campaign in Brazil to launch in April. The plans include an advertising presence on television and in leading national newspapers and magazines. This year's campaign will be supported by the participation of nine top tour operators who will be promoting their Orlando packages. A special campaign landing page in the Portuguese Web site will promote the Orlando Makes Me Smile/Orlando e so Alegria message and will be further supported by online advertising, Publicity, Promotions and direct mail.

### **Ireland Campaign**

For the second year, a fully integrated marketing campaign was launched in Ireland, including seven weeks of television, several advertorials in key newspapers and search engine marketing. The call to action in the television and newspapers included tour operator partners that also provided matching marketing activities of their own. The partners, Tour America, American Holidays, Sunway and Chase, all reported between 30-70 percent increases in business year over year.

### **United Kingdom Campaign**

A fully integrated cooperative marketing campaign was launched in the United Kingdom, in partnership with key Tour operators: Virgin Holidays, Travel City Direct, Thomson Holidays/Thomas Cook, TUI/First Choice and Monarch Holidays. Campaign included television, newspapers, digital, radio, direct mail, public relations and promotions. Calls to action were to campaign partners' special offers for both short and long term bookings. Partners reported good booking activity and the summer trading extremely well.

### **Media Buy**

Advertising Vehicle	Impressions	Description
Online Advertising - Domestic	62,687,000	Google/Yahoo SEM/Banner Ads
Domestic Outdoor	138,000,000	Digital billboard in NY Times Square
Ireland Campaign	32,830,000	Television, Newspaper and SEM

### **Web Site – VisitOrlando.com**

January-March	Comparison to Goal			Comparison to Prior Year	
	Q1 2010	Q1 Goal	Variance	Q1 2009	Variance
Monthly Unique Visitors	1,180,254	1,100,000	7.0%	1,117,205	6.0%
Total Page Views	6,237,712	6,296,400	-1.0%	6,714,068	-7.0%
Total Visits	1,256,743	1,188,000	6.0%	1,222,065	3.0%
Pages Viewed Per Visit	4.9	5.3	-7.5%	5.5	-10.7%
Time Per Visit (average minutes)	6.8	6.9	-1.2%	6.9	-1.1%
Web Site Sessions <sup>1</sup>	1,505,407	n/a	n/a	1,447,456	4.0%

<sup>1</sup> Represents hourly unique visitors.

### **Social Media**

**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 TripAdvisor's highly visited forums where members of our call center staff offer their expertise by answering user questions about the destination.

January-March	Created	Q1 Fans/Followers	Q1 Videos Viewed	Q1 User Interactions*
TripAdvisor	9/30/08	n/a	3,000	218

<b>YouTube</b>	12/5/08	157	16,000	n/a
<b>Twitter – VisitOrlando</b>	2/5/09	5,000	n/a	5,000
<b>Facebook</b>	5/14/09	16,000	320	1,300
<b>Facebook – Pow Wow Orlando</b>	5/14/09	445	n/a	68

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

### Travel Professionals

The domestic and Canada travel trade started the year off with a bang attending 10 industry shows, distributing two e-blasts to nearly 70,000 travel trade professionals and distributing Orlando material to thousands of consumers and travel professionals.

A major portion of the 2010 trade actives will include showcasing the destination to four top domestic and Canadian industry shows being held in Orlando during the second, third and fourth quarters. These shows are: Vacation.com; THETRADESHOW produced by the American Society of Travel Agents; Travel Leaders, formerly Carlson Wagonlit; and Ensemble, formerly Giants which in total will bring more than 3,500 agents and close to 700 exhibitors to the Orlando area. Each of these shows present a unique opportunity to showcase the destination to those best equipped to sell packaged travel to Orlando. The planning is well under way to provide support to these shows in the form of opening events, welcome receptions, sightseeing tours, transportation and airport meet and greets.

#### Domestic & Canada

<b>Tradeshow/Mission/FAM</b>	<b>Comments</b>
American Bus Association, Jan. 14-20, National Harbor, MD	3,000 Tour Operators and Suppliers
CAA & Maritime Destination Trainings, Jan. 14-15, Halifax, NS	35 Retail Travel Agents and Auto Counselors
Maritime Travel Vacation Superstore, Jan. 16-17, Halifax, NS	3,527 Consumers
LeGrows & Carlson Destination Trainings, Jan. 22, St. Johns, NF	22 Retail Travel Agents
Travel Women International Golf Society, Jan. 22-24, Clearwater, FL	32 Tour Operators for US, Canada and Europe
Maritime Travel/LeGrows Vacation Superstore, Jan. 23, St. Johns, NF	1,754 Consumers
Florida Huddle, Jan. 24-26, St. Petersburg, FL	20 Tour Operators Appointments and 37 Orlando/Orange County CVB Members Exhibiting
Discover America Annual Meeting Presentation, Feb. 24, Toronto, CA	60 Canadian travel professionals
ATI/AAA/CAA Travel Advisory Board, March 8, Orlando, FL	24 VPs in the Travel Industry
Ensemble Oasis, March 26, Toronto, CA	75 Owners and Managers

#### Global

<b>Tradeshow/Mission/FAM</b>	<b>Comments</b>
Shop America Tourism Conference, Jan. 11-13, Las Vegas, NV	Represented at shopping/retail industry conference. Participated on a panel sharing the evolution of the Shop Orlando brand. Conference was attended by 82 representatives from leading shopping malls and retail establishments; state tourism offices; destination marketing organizations and travel companies.

Florida Huddle, Jan. 24-26, St. Petersburg, FL	Conducted 20 appointments with U.S., Canadian and European tour operators. Orlando section included 37 member exhibitor companies.
U.S. Travel Association – International Pow Wow 2010 Planning Meeting, Feb. 17, Orlando, FL	Orlando/Orange County CVB and Disney Destinations hosted U.S. Travel Association team and industry members of International Pow Wow 2010 Planning Committee for meeting. Gary Sain is chair of 2010 committee.
Receptive Services Assn of America (RSAA) Annual Summit, Feb. 18-20, Orlando, FL	Attendance at annual summit attracted 90 representatives from U.S.-based receptive tour operators dealing with global markets. Conference included sessions on industry trends and opportunity to network with these key industry clients. Orlando/Orange County CVB hosted RSAA Board dinner on Feb. 18.
Discover America Annual General Meeting, Feb. 24, Toronto, CA	Presentation to Canadian travel trade to promote attendance at International Pow Wow.

#### Latin America/Spain

Tradeshow/Mission/FAM	Comments
FITUR (Feria Internacional de Turismo Madrid), Jan. 20-24, Madrid, Spain	Attended by approximately 124,000 travel trade professionals; joined in Orlando booth by two member companies; Client contact – 2,500 travel professionals.
Travel Trade Meetings, Jan. 26-28, São Paulo, Brazil	Participated in event hosted by SeaWorld Parks & Entertainment in São Paulo, introducing Jane Terra as new Orlando representative in Brazil. Visit included sales calls to 7 tour operator offices.
Turar Wholesaler Presentation, Feb. 4, Buenos Aires, Argentina	Eight reservation staff.
Taqui Travel Presentation, Feb. 5, Buenos Aires, Argentina	Nine reservation staff.
Shinning Tour Presentation, Feb. 5, Buenos Aires, Argentina	Seven reservation staff.
VISIT FLORIDA Colombia Mission, Feb. 15-19, Bogotá, Cali and Medellin, Colombia	Reached total of 300 Colombian travel professionals during events in the three cities. Mission included participation of two member companies.
Nascimento Wholesaler Brazil Fam, Feb. 21-26, Orlando, FL	Five travel agents and one escort.
ANATO (National Association of Colombian Travel Agents) Trade Show, Feb. 24-26, Bogota, Colombia	Attended by 22,680 travel trade professionals; joined in Orlando booth by six member companies. Client contact – 2,000 travel professionals.
REMA (Representatives and Wholesalers Association of Cali) Workshop, Feb. 27, Cali, Colombia	400 Colombian travel trade in attendance; included opportunity for Orlando presentation.
Expo Vacaciones Trade Show, March 1-2, Mexico City, Mexico	Attended by 714 travel professionals; joined in Orlando booth by four member companies; Client contacts – 45 travel professionals
USA Elite Mexico Sales Mission, March 15-19, Monterrey, Guadalajara and Mexico City, Mexico	Reached a total of 123 travel professionals during events in the three cities.

Panrotas Travel Industry Forum, March 15-19, São Paulo, Brazil

Participated in this gathering of senior travel industry professionals organized by Brazil's leading trade publication and portal, *Panrotas*. Program included presentations by key economists, airline leaders and Brazil's Minister of Tourism. Attended by approximately 1,500 industry leaders.

Pianmonte Workshop, March 17, Buenos Aires, Argentina

253 travel agents.

## Europe

Tradeshow/Mission/FAM	Comments
Vakantiebeurs Trade Show/VISIT FLORIDA Dutch Travel Trade Event, Jan. 12, Utrecht, The Netherlands	Attended leading Dutch travel fair as visitor only; participated in VISIT FLORIDA luncheon. Total client contact was 25 travel trade.
<i>Travel Weekly</i> Globe Awards Dinner, Jan. 19, London, UK	Represented at industry awards event organized by leading UK travel trade publication; 1,000 travel professionals in attendance.
Irish Travel Trade Awards Dinner, Jan. 21, Dublin, Ireland	400 travel professionals in attendance at annual event.
Dollar Rent a Car Event, Feb. 19, London, UK	Industry gathering sponsored by Dollar with 25 travel trade in attendance.
Martinair German Fam Tour, Feb. 25 – March 3, Orlando, FL	Seven tour operators and one Martinair escort.
International Tourismus Boerse (ITB), March 11-15, Berlin, Germany	Attended ITB, the world's largest travel trade exhibition. Client contact with 70 travel professionals and media resulted in 22 leads. Joined in Orlando booth by six member companies.
FTI Munich Business Development Dinner, March 25, Munich, Germany	Partnered with SeaWorld Parks & Entertainment and strategic alliance partner, St. Petersburg/ Clearwater CVB, to host five clients from FTI tour operator.

## Asia

Tradeshow/Mission/FAM	Comments
Continental China Fam Tour, March 4-9, Orlando FL	15 tour operator and airline representatives from Beijing and Shanghai.
Travel Trade Presentation - International Pow Wow, March 16, Tokyo, Japan	Presentation to Japanese travel trade to promote attendance at International Pow Wow.
Active America China, March 29-31, Chicago, IL	Appointments with 27 Chinese tour operators.

Web Updates	Comments
Commissionable Packages, Feb. 3, Orlando, FL	Retail and home-based travel agents in US and Canada.
What's New 2010, Feb. 8, Orlando, FL	Retail and home-based travel agents in US and Canada.
E-mail op-in update, March 8, Orlando, FL	Retail and home-based travel agents in US and Canada.
Orlando Travel Academy, March 31, Orlando, FL	Nearly 2,800 US and Canadian graduates to date.

Broadcast E-mail	Comments
US & Canada Travel Industry Marketing Member E-blast, Feb. 17, Orlando, FL	67,000 retail and home-based travel agents via mail pound with an open rate of 15%; 7,000 sent to the Orlando/Orange County CVB database via Informz with an open rate of 40%.
Orlando Travel Academy Graduate Newsletter, Feb. 25, Orlando, FL	2,750 Orlando Travel Experts.

Brochure Distribution	Comments
Vacation Supermarket, Jan. 31, Cool Springs, TN	2,600 consumers.
<i>New York Times</i> , Feb. 26-28, New York, NY	6,000 travel trade and 18,000 consumers.

### Strategic Alliances (Promotions)

Below are some highlights from our first quarter activity:

January-March	Media Value	Market	Form of Media	Circulation	Impressions
Kid's First Video Contest. Online promotion for young filmmakers.	\$10,000	National U.S.	Online	100,000	500,000
<i>Sunday Mirror/Benchmark</i> . Newspaper promotion sponsored by retailer.	\$123,000	United Kingdom	Print/Online	2,449,000	2,449,000
Regenbogen Awards. Promotion with Olivia Newton-John awarding an Orlando vacation during major awards show.	\$113,000	Germany	Radio/Print	958,000	2,803,000
Lufthansa Travelworld. Online promotion on airline website.	\$18,000	Germany	Online/Print	2,500,000	2,500,000
<b>TOTALS:</b>	<b>\$264,000</b>			<b>6,007,000</b>	<b>8,252,000</b>

### Direct Marketing

E-mail Blasts included:

Market	Month	Delivered	Open Rate	Click Through Rate
U.S.	January	621,000	9.7%	19.8%
	February	630,000	11.1%	20.7%
	March	666,000	11.3%	21.0%
Florida	January	68,000	13.0%	21.8%
	February	70,000	12.4%	18.1%
	March	89,000	12.5%	22.5%
International	February (U.K. and Canada)	263,000	24.6%	25.0%

	March (U.K., Canada, Brazil and Germany)	155,000	23.3%	18.2%
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## **Visitor Services**

### **Call Center/Out-of-Market Ticket Sales**

Although call volume was down, ticket sales for the first quarter ended 38 percent over prior year. Unique visits to the ticket home page have increased 73 percent over the prior year due to increased marketing and visibility. \_

### **Orlando Visitors Center**

We have seen a small increase in visitors as well as a large increase in year-to-date sales 22 percent higher than the same period last year. We attribute this to our awareness building efforts and less ticket seller competition in the I-Drive area. \_

January-March	Q1 2010	Q1 2009	Variance
<b>Number of Walk-ins (Visitor Center)</b>	24,073	22,503	7.0%
<b>Phone Calls Received (Call Center &amp; Visitor Center)</b>	11,339	13,648	-17.0%
<b>E-mails Processed (Call Center &amp; Visitor Center)</b>	1,083	1,188	-8.8%

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## **PUBLICITY**

### **Spring Magicard Satellite Media Tour**

The Orlando/Orange County CVB participated in a co-op Satellite Media Tour featuring Casey Wohl, the Getaway Girl, promoting Spring travel deals with the Orlando Magicard and Expedia. Gatorland served as the host for the live tour. Television and radio stations around the country picked up the tour resulting in a culminate reach of 6 million with an advertising equivalency of \$170,000.

### **Institute for Travel Writing & Photography Reception**

The Orlando/Orange County CVB hosted an opening night dinner reception for the 15th Annual SATW Institute for Travel Writing & Photography on January 15 at Ceviche Tapas Bar & Restaurant. The group consisted of 40 prospective and current travel writers, photographers and instructors. The Public Relations department handled the entire event including: venue arrangement, press kit distribution, banner design, Orlando/Orange County CVB staff attendance and guest speaker invitations.

### **TV Production Company Mission**

A representative each from the Marketing and Publicity departments met with seven TV production companies in New York City as part of a 2010 initiative to pursue more broadcast opportunities for the destination. Meetings were conducted with Sharp Entertainment; 24fps Productions; Zero Point Zero Productions; LMNO Productions; RGTV Productions; Screaming Flea Productions; and Film Garden Productions. Outdoor adventure, extreme activities, interesting and notable chefs and interesting/notable locals were the topics of most interest. The Strategic Alliances department is now taking the lead on following up on the meetings and discussions.

### **Regenbogen Awards (Germany)**

Olivia Newton-John received the Regenbogen Charity Award for her efforts in the treatment and early detection of breast cancer. On March 18 she held a national press conference on the subject in Karlsruhe. The Orlando/Orange County CVB put together a dream vacation for a German family affected by breast cancer. This was announced and explained during the press conference. After the press conference, Olivia presented the family with an oversized Orlando travel voucher and posed for the cameras. In attendance of the conference were 50 national media.

January-March		Comparison to Goal		Comparison to Prior Year	
	Q1 2010	Q1 Goal	Variance	Q1 2009	Variance
<b>Number of Clips</b>	636	824	-22.0%	824	-22.0%
<b>Circulation</b>	170,406,745	499,103,768	-66.0%	499,103,768	-66.0%
<b>Value<sup>1</sup></b>	\$5.1 Million	\$16.7 Million	-69.0%	\$16.7 Million	-69.0%

Variance directly relates to the additional publicity received in 2009 for the launch of the new "Orlando Makes Me Smile" Campaign.

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

January-March	Q1 2010
Press Tours	Comments
China FAM with Visit Florida/United Airlines, Jan. 29 – Feb. 2, Orlando, FL	Hosted eight journalists including: <i>Shanghai Morning Post</i> (circ. 600,000); <i>Oriental Morning Post</i> (circ. 200,000); <i>International Finance News</i> (circ. 260,000); <i>Airport Journal</i> (circ. 180,000); <i>Business Traveller</i> (circ. 48,000); <i>Travelling Scope</i> (circ. 320,000); <i>Voyage</i> (circ. 558,000) and 163.com (100,000 daily page views).
German "Orlando 360" Press Trip, Feb. 12 – 17, Orlando, FL	Hosted three German radio journalists and two print media including: WDR (840,000 listeners); RPR1 (278,000 listeners); SWR (575,000 listeners); <i>Süddeutsche Zeitung</i> (circ. 412,295); and <i>Mitteldeutsche Zeitung</i> (circ. 286,778). To date, radio features have been broadcast on RPR1, WDR5 and WDR2 and articles have been published in <i>Mitteldeutsche Zeitung</i> , <i>Die Presse</i> , <i>Rhein-Neckar-Zeitung</i> , ddp news agency and numerous online publications.
"Venga la Alegría" TV Azteca Show, Feb. 14 – 17, Orlando FL	Hosted the renowned TV program, <i>Venga la Alegría</i> (viewership 1 million), as part of a strategic effort to support the Orlando message "Orlando Me Hace Feliz" in the Mexican market. Results from the program were broadcast during the week of January 19, reaching a total ad value of \$340,765.
Alegría Brazil Press Trip, March 7 – 13, Orlando, FL	A total of five Brazilian consumer journalists including: <i>Viajar Pelo Mundo</i> , (circ. 150,000); <i>Próxima Viagem</i> (circ. 130,000); Radio Paradiso (audience: 786,433/minute); <i>Folha de Sao Paulo</i> (circ. 1.8 million) and <i>O Globo</i> (circ. 1.4 million).
Orlando 101 for Mommy Bloggers, March 26 – 30, Orlando, FL	Hosted eight mommy bloggers from around the country to provide an overview of Orlando as a premiere family vacation destination. Even before they arrived in Orlando, the bloggers started sharing their experiences with their fans and followers through Twitter and Facebook, and blog posts with more details on their trip have started going up since their return home. Blogs represented included: MomSpark.net, MomAdvice.com, MusingsFromMe.com, NYCityMama.com, KeeperoftheCheerios.com, TheMommyBlog.net, TheDivineMissMommy.com and TravelSavvyMom.com.

January-March	Q1 2010
PR Tradeshow/ Mission/ Events	Comments

Meetings Trade Mission, Feb. 3, New York, NY	Mission was conducted to meet new reporters and to provide the latest destination information including the Orlando/Orange County CVB's Roadmap 2010 plans. Meetings were conducted with <i>Convene</i> (circ. 32,700); <i>Meetings &amp; Conventions</i> (circ. 70,000); <i>Incentive</i> (circ. 65,000); <i>Successful Meetings</i> (circ. 72,000); <i>Meeting News</i> (circ. 41,400); <i>Business Travel News</i> (circ. 51,000). <i>Meeting News</i> subsequently ran a front-page interview with Gary Sain on March 8 with an ad value of \$25,000.
Chicago Visit Florida Media Mission, Feb. 22 – 25, Chicago, IL	Participated in a Visit Florida hosted media mission to Chicago to promote the launch of the 2010 Magicard, Super Deals and Unexpected Orlando. Media meetings included: Alan Solomon, Freelance; <i>Chicago Tribune</i> (circ. 541,663); WLS-TV (ABC) Channel 7; <i>Chicago Sun Times</i> (circ. 312,274); Dawn Reiss, Freelance; TravelingMom.com; and Terry Herman, Freelance. Coverage on the Orlando Magicard ran in the <i>Chicago Tribune</i> (circ. 541,663), following the meeting.
Expo Vacaciones/ SeeAmerica, March 1 - 2, Mexico	Attended the SeeAmerica Media Day that was also held the same day of Expo Vacaciones in which 31 journalists participated.
TMAC Annual Conference, March 7-11, Cardiff, Wales	Conducted 17 media marketplace appointments including: a variety of prominent Canadian freelancers, <i>Western Living</i> (circ. 192,350) and <i>Canadian Family</i> (circ. 88,000). The event attracted 101 journalists from across Canada. As a result of our participation in the conference, several journalists are planning individual press trips to research the destination further and relationships were bolstered with media throughout the country.
ITB Germany, March 9 - 11, Berlin, Germany	Conducted 26 scheduled media appointments at the Orlando booth. Conducted ten radio and TV interviews. TV coverage alone (RTL, VOX, n-tv, Spreekanal) resulted in a viewership of approximately 8.6 million.
Brazil Media Mission, March 21 - 27, Rio de Janeiro and São Paulo, Brazil	Conducted 22 one-on-one meetings; attended press conference events in each visited city where the Orlando message was delivered to a total of 30 top media outlets; and attended media appointments at BRAZTOA trade show. Meetings were conducted with Turma do Didi (viewership 42 million); <i>O Globo</i> (circ. 465,000); <i>O Globo Online</i> (2.45 million views per month); Programa Betty Abrahão (viewership 3 million); <i>Viaje Mais/Special Guides</i> (circ. 200,000); SBT channel (viewership 20 million) and <i>Capricho Teen Magazine</i> (circ. 1.9 million).
BRAZTOA, March 25 - 26, São Paulo, Brazil	Attended the BRAZTOA Event in São Paulo, Brazil. Attending media included: <i>Viagem e Turismo</i> (circ. 75,000); <i>Revista do Turismo</i> (circ. 55,000); <i>Jornal Turismo de Minas</i> (circ. 10,000); <i>Viaje Mais</i> (circ. 50,000); <i>Guia Local Channel</i> (circ. 2,000); <i>Brasilturis</i> (circ. 16,000); <i>Viajar Pelo Mundo</i> (circ. 45,000); <i>Amazonas Em Tempo</i> (circ. 35,000); <i>Panrotas</i> (circ. 8,600); <i>O Tempo</i> (circ. 35,000); and <i>Correio da Paraíba</i> (circ. 19,000).

Individual Press Trips to Orlando	No. of Journalists	
Jan. 1 – March 31	8	Debert Cook, <i>African-American Golfer's Digest</i> Joe D'Aluisio, <i>American Lifestyle Network</i> Eileen Ogintz, Freelancer Terry Zinn, Freelancer F-Stop Fitzgerald, Freelancer Brian Searl, <i>Insider Perks</i> Maricarmen Reguero, <i>Primera Hora</i> (Puerto Rico/US Hispanic) Keyla Medina, WSUA Caracol Radio 1260 AM (US Hispanic)

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## CORPORATE COMMUNICATIONS

The Orlando/Orange County CVB presented to 14 groups with more than 800 in attendance. The groups included the 13th Annual Shop America Conference, Hainan China Government Delegation, Florida Engineering Leadership Institute, Zora Media Conference, Zora Legacy Awards, the Mall at Millenia Tenant Store Managers Meeting, Mexican Consulate New Leadership Meeting, Hispanic Health Initiatives at *La Prensa*, Central Florida Partnership Leadership Orlando Class 78, ATI/AAA/CAA Travel Advisory Board, UCF Marketing Class, I-Drive Chamber Leadership Class, OIA Tenants Meeting (Westfield Concessions), Central Florida Partnership Leadership Orlando Class 79, UCF Executive Center MBA's and the Citrus Club Member Business Academy.

### **Arts and Cultural Meetings**

The Orlando/Orange County CVB met with United Arts, Arts Alliance, the Culture Club groups, and cultural arts facilities such as Maitland Art Center and the Wayne Densch Performing Arts Center to collaborate and interface communication channels and opportunities to help market cultural arts programs to visitors, members, customers and the community. The Orlando/Orange County CVB coordinated in-kind marketing for the Zora Neale Hurston Festival, Bach Music Festival, United Arts Fest, Orlando Arts Museum, Florida Film Festival and Snap Photography Exhibit.

### **ZORA Legacy Awards and Zora Festival Marketing**

The Orlando/Orange County CVB supported the Zora Legacy Awards event and festival planning committee by hosting planning meetings, conference calls, marketing and event plans and a post-event meeting for the Zora Legacy Awards. The Orlando/Orange County CVB team negotiated a sponsorship agreement for the Zora event and assisted the Zora Festival in securing the UCF Rosen College campus and auditorium to hold for the Zora Legacy Awards. Other support included: ordering the Legacy Awards, designing and printing brochures, securing sponsorships for air travel, transportation and lodging for the Zora Legacy award recipients, letter of support for Florida State grant and ensuring that the Zora Legacy Awards event ran successfully.

### **Corporate Social Responsibility Planning**

The Corporate Communications team finalized the Corporate Social Responsibility Plans and updated the Community Relations plans with our budget considerations. Dan Holsenbeck presented the plans to the full Board of Directors at the February Board meeting.

### **Commissioner Meetings**

Corporate Communications set up meetings between County Commissioners and staff to discuss future advertising and marketing plans and gain the Commission's insight. In addition, Commissioners Tiffany Moore Russell, Bill Segal and Chris Boyd attended the PITTCON reception at the Hilton Orlando in March.

### **Tourism Day at the Capital**

The Orlando/Orange County CVB attended the annual Tourism Day in Tallahassee along with the Central Florida Hotel & Lodging Association and the Florida Restaurant & Lodging Association. The purpose of the trip was to meet face to face with our legislative leadership and share our thoughts and to show support for travel and tourism marketing funding. The event was attended by more than 40 Central Florida travel leaders and was very informative.

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## MARKETING PRODUCTS

### **Production**

For the first quarter of 2010, the Publications & Interactive Services team successfully completed a total of 643 projects, which included 273 graphic requests, collateral and print type projects and 370 web-related jobs.

Included in this total were the following large projects:

- 48-page International Visitor Guides (seven languages) – 100,000 qty
- Magicard cards & brochures (three versions) – 500,000 qty
- Consumer Fulfillment Envelopes – 200,000 qty
- Spring 2010 Consumer Guides
  - Attractions Guide – 600,000 qty
  - Vacation Guide – 200,000 qty
  - Visitors Guide – 250,000 qty
  - Conference Attendee Guide – 150,000 qty
- Restaurant Booth Duratrans & Flyer
- Journalist VIP Passport and Brochure
- *Food & Wine* wraps for April, May and June ESP (Executive Subscription Program)
- *Fortune* Wrap for May
- March Member Luncheon Signage and Tent Cards
- Tallahassee Client Appreciation Invitations and Thank You Cards
- Press Kit CD Jacket, CD & Media Booklet
- Party at the Pointe Signage, Lanyard, Passport, etc.
- Arnold Palmer Invitational Signage
- Menu Book
- Pow Wow Volunteer Application
- 37 Promotional Product Orders
- Nine Meeting & Convention Print Ads
- 27 Consumer Print Ads for Spring Campaign
- Four Print Ads for Pow Wow

Large Web projects included:

- Spring Campaign: Magicard & Offers
- Win a Trip Contest
- Pow Wow Site
- New refund & sales reports – Ticket Site
- Digital Response Program (formerly EDM)
- New Canada sub-site on Media Site
- Converted all videos to Brightcove on Consumer Site

Everything Ink projects included assignments for:

- United Arts: publishing the March/April issue of *Orlando Arts Magazine*
- Orlando EDC: publishing the *2010 Filmbook*
- Greater Orlando Aviation Authority: *Orlando Arts Magazine* second quarter Events Rack Card
- Printing of Regional Economic Scorecard brochure for Tampa Bay Partnership
- Blue Heron Beach Resort Vacation Guide Ad

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