



## ORGANIZATIONAL HIGHLIGHTS

**May 6, 2008**

### **Organizational Highlights – First Quarter 2008**

The past three months have been extremely exciting for our destination and the Orlando CVB. We've made significant strides in branding, marketing and selling the destination, and our members have contributed greatly with new investment in the Brand Orlando.

What more can you say about the opening of SeaWorld Orlando's new park Aquatica? It has received great reviews from the media and visitors. The investment in a new park by Busch Entertainment Corporation and the moving of their headquarters to Orlando last year show that our destination is the epicenter for family entertainment.

Speaking of investment, locally we've seen a significant amount of construction of new hotels, resorts, timeshares and attractions. We estimate that more than \$2.2 billion is being invested by the travel and tourism industry into greater Orlando. These projects affect our community by providing thousands of construction jobs to Orlando residents. Imagine what our local economy would be going through if tourism and the meetings industry wasn't so bullish on Orlando.

Now here's what we've been doing to keep Orlando top-of-mind to consumers. In January, we kicked off the year with our major branding and advertising campaign. From the recent tourist development tax dollar collections, it looks like we've started off the year well. The campaign utilizes the same commercials as last year, but with a new tag that references our "Say YES to Orlando" campaign and the special values that the destination has to offer. We continue to look for opportunities both domestically and internationally to increase the intent to visit Orlando.

I feel Orlando is well positioned, with our wide variety of accommodations and price points, to weather the economic downturn. With international visitation climbing and our family focused value message, I'm cautiously optimistic that we can generate a disproportional share of visitors to Orlando vs. other destinations.

In March, we unveiled our new branding initiative for meetings & conventions. The program, "WHERE CREATIVE MINDS MEET," will include three June "roadshows" in Chicago, Washington, D.C., and New York City. Meeting planners will join us to learn about new developments in Orlando, unleashing their creativity and how to increase their ROI (Return on Ideas). Included are day-long workshops, with a creative czar, for getting people to think outside the box. The locations will even have their own creative sparkle, as we'll wrap the buildings in a unique look and feel.

The International Homebuilders Show in February was a great success. Even with the downturn in the housing industry, the show's exhibitors were pleased with the buying power on the tradeshow floor and they will be back in 2011. The Health Information & Management System Society (HIMSS) set a new record for attendance at their show in February with more than 27,000 in attendance and have re-booked in 2011 and 2014. In addition, we booked Performance Racing International for six years (2011-2016), which will generate \$356 million in estimated spending.

These are just a few examples of the hard work the Orlando CVB team has undertaken these past few months. Enclosed you will find a detailed report of all first-quarter activities and successes. As always, it remains my honor and privilege to lead this talented team and continue sharing our Brand Orlando story.

Warmest regards,



Gary C. Sain  
President & CEO

**Industry Performance**

**Orlando CVB Activities**

Convention Sales

Consumer Marketing

Visitor Services

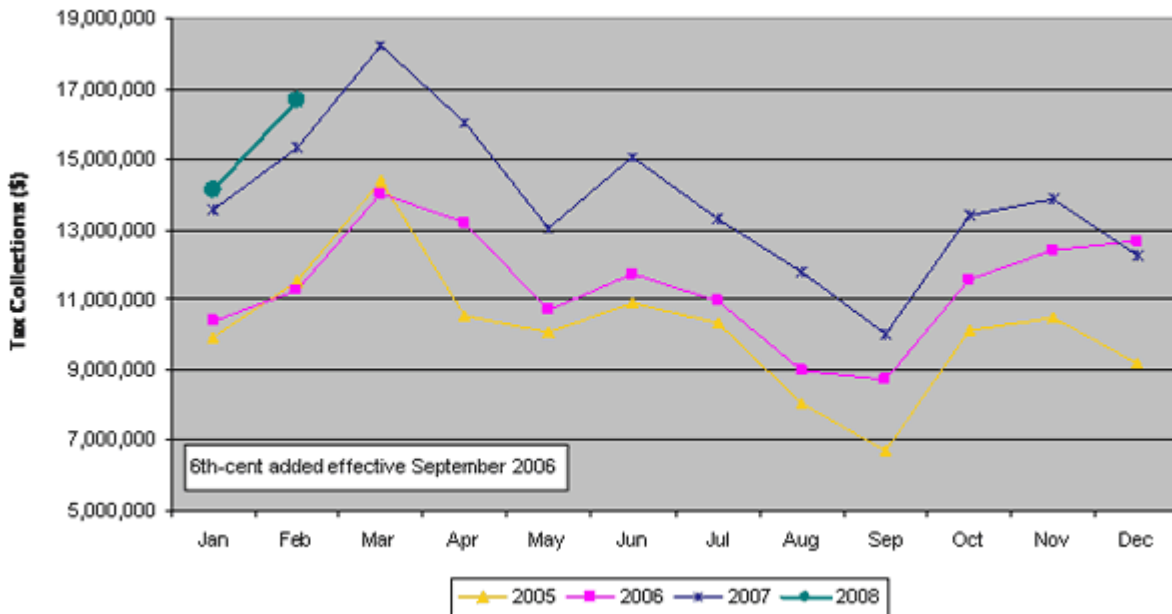
Public Relations

Travel Industry Marketing

Community/Industry Relations

**INDUSTRY PERFORMANCE**

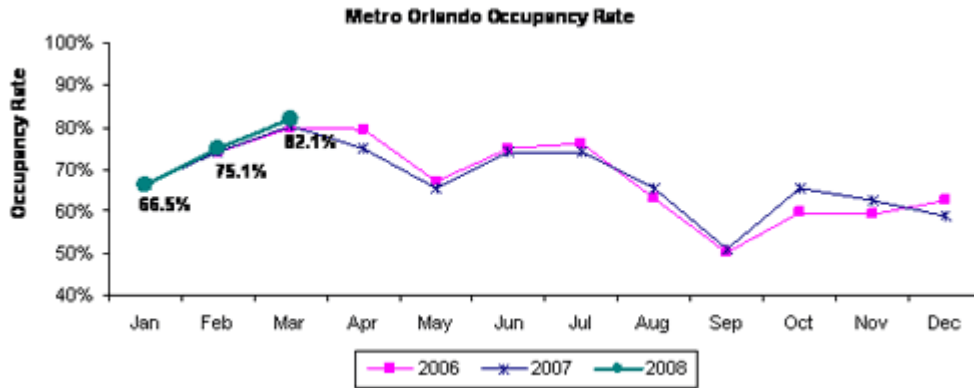
**Orange County Tourist Development Tax Collections**



**Metro Orlando Lodging Indicators**

The following results are based on the official January, February and March results as 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 by clicking [HERE](#). You may also view the latest weekly results by clicking [HERE](#).

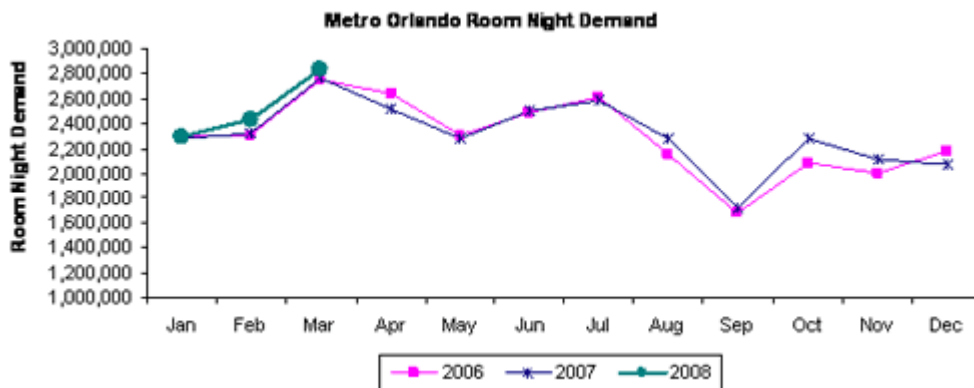


**Occupancy**

	Quarterly Results			Year-to-Date Results		
Q1 2008	2008	2007	Variance	2008	2007	Variance
Metro Orlando	74.5%	73.5%	1.4%	74.5%	73.5%	1.4%
National	57.8%	59.4%	-2.7%	57.8%	59.4%	-2.7%
Florida	70.6%	72.4%	-2.5%	70.6%	72.4%	-2.5%

**Average Daily Rate**

	Quarterly Results			Year-to-Date Results		
Q1 2008	2008	2007	Variance	2008	2007	Variance
Metro Orlando	\$121.67	\$118.15	3.0%	\$121.67	\$118.15	3.0%
National	\$107.93	\$103.10	4.7%	\$107.93	\$103.10	4.7%
Florida	\$140.22	\$137.88	1.7%	\$140.22	\$137.88	1.7%



**Room-Night Supply & Demand**

	Quarterly Results			Year-to-Date Results		
Q1 2008	2008	2007	Variance	2008	2007	Variance
Supply*	10,144,498	10,028,970	1.2%	10,144,498	10,028,970	1.2%
Demand**	7,563,225	7,372,073	2.6%	7,563,225	7,372,073	2.6%

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

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## ORLANDO CVB ACTIVITIES

### CONVENTION SALES

#### MEETINGS & CONVENTIONS MARKETING

Our new meetings industry branding campaign — built on the tagline **"WHERE CREATIVE MINDS MEET"** — was introduced by Gary Sain at a sold-out Member Luncheon in March. This campaign will position Orlando as a truly unique meetings destination where planners are free to unleash their creativity. The campaign will be introduced directly to targeted, highly valued meeting professionals at three Orlando CVB-sponsored roadshow events in June. A total of 750-1,000 top meeting professionals will be hosted in Washington D.C., Chicago, and New York City — three of the country's key markets for meeting professionals.

All meetings industry marketing and advertising efforts throughout 2008, including a presence at 34 tradeshows and missions, will support the "Where Creative Minds Meet" theme.

January-March 2008		Comparison to Goal		Comparison to Prior Year	
Total	Q1 2008	Goal	Variance	Q1 2007	Variance
<b>Leads</b>	863	863	0%	783	10%
<b>Definites</b>	367	n/a	n/a	411	-11% <sup>3</sup>
<b>Definite Attendance</b>	517,223	399,936	29%	248,321	108% <sup>4</sup>
<b>Def Room Nights Estimated<sup>1</sup></b>	1,137,891	n/a	n/a	516,306	120% <sup>4</sup>
<b>Def Room Nights Requested<sup>2</sup></b>	537,039	n/a	n/a	378,370	42% <sup>4</sup>
<b>Service Leads Issued</b>	812	n/a	n/a	993	-12% <sup>5</sup>

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

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

<sup>3</sup> While fewer definites were produced, there was an increase in overall attendance. This year, more of the definites booked in first quarter Citywide bookings (compared to in-house) leading to higher attendance.

<sup>4</sup> Performance Racing Industry signed for years 2011-2016 which accounts for 45,000 people and 5,000 requested room-nights per year.

<sup>5</sup> Service leads for the first quarter were down from 2007. We are implementing additional training on the computer tracking system in order to gain efficiencies and improve our tracking process. We have also noticed a trend in which meeting planners prefer to use referral lists, indicating that they want to go to the service providers directly. Our referral list requests have now increased year-over-year by 12 percent. We will continue to solicit these planners for leads, however will defer to their preferences.

Tradeshows/Missions/FAMS	Date	No. of Attendees/Participants	Leads Generated/Peak Rooms/Total Room Nights
Professional Convention Management Association	Jan. 13-16	2,700	Educational/Networking
New York Society of Association	Feb. 5	650	4 / 9,060 / 45,300

Executives			
Tallahassee Client Appreciation Event	Feb. 21	100	Appreciation Reception/35 leads generated since the event
Meeting Professionals Internationals (Houston)	Feb. 2-5	2,000	6 / 5,400 / 22,620
Religious Conference Management Association	Feb. 5-8	1,400	17 / 9,640 / 48,200
Destination Marketing Association DMAI Washington DC	Feb. 7	2,900	4 / 2,630 / 11,781
Northern California Chapter of MPI	Feb. 20	300	2 / 350 / 1,047
Meeting Planner Expo (Gainesville)	Mar. 6	125	Due to Florida government budget cuts, no RFPs generated for the first time ever doing this show.
Cascadia Educational Conference	Mar. 9-11	200	1 / 215 / 600
Kansas City Chapter of MPI	Mar. 18-19	150	2 / 1,500 / 8,050
CBI Pharmaceutical Tradeshow	Mar. 17-19	1,600	Networking Event

Number of Meeting Client Site Visits January-March 2008	55
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## CONSUMER MARKETING

### **Domestic Marketing Campaign**

During the first quarter, the national domestic marketing campaign kicked off with 2,641 television commercials running, reaching 489 million impressions (790 gross rating points per quarter). More than 4.5 million magazine inserts ran in *Woman's Day*, *Better Homes & Gardens* and *Southern Living*, and magazine ads reached a circulation of nearly 6.5 million in 16 titles.

Web banner advertising achieved 59 million impressions and has been running on Disney Online, Nick Jr., MSN and many other sites targeted to moms and active travel seekers. We also have achieved more than 246,000 click-throughs from keyword advertising running on Google and Yahoo.

### **Diversity Initiatives**

The Orlando CVB has engaged with two diversity consulting firms (African American target & Hispanic target) that are presently developing five-year strategic plans. In addition to the development of these cross-discipline plans, both consultants have been providing valuable guidance, recommendations and media placement for the current year.

Focusing on the Hispanic target, the Orlando CVB has engaged with the firm of Machado/Garcia-Serra (Coral Gables). During the first quarter, the Orlando CVB reached this audience via placement of full-page magazine advertisements within *Selecciones*, *Latina*, *People En Espanol* and *Vanidades*.

The firm of Owens Morris Communications (Chicago) was hired to develop the African-American plan, while immediately assisting in the placement recommendations for the first quarter of 2008 within *Essence*, *Ebony*, *Black Enterprise* and *Odyssey Couleur*.

## Web Site Statistics

January-March 2008	Q1 Comparison to Goal			Comparison to Prior Year	
	Q1 Actual	Q1 Goal	Variance	Q1 2007	Variance
<b>orlandoinfo.com Sessions* (visitorlando.com)</b>	1,092,027	1,270,000	-14%	1,356,181	-19% <sup>1</sup>
<b>Total Page Views*</b>	5,801,239	5,900,000	-2%	7,088,249	-18% <sup>1</sup>
<b>Time on Site (average minutes)</b>	7.8	8.2	-5%	8.6	-9% <sup>1</sup>
<b>Pages Viewed/Visit</b>	5.1	4.0	27%	4.8	7%
<b>Pages Viewed/Visit of More than 1 Page</b>	7.1	6.7	6%	6.8	5%

\*Represents hourly unique visitors.

<sup>1</sup>There are signs that consumers are waiting to book their trip closer to their travel date. This is likely due to the high level of uncertainty regarding the economy, gas prices, the timing of the federal rebate checks, among other things. With consumers delaying their booking plans, they may also hold off on gathering information until closer to their travel date, negatively impacting site traffic during the first quarter of 2008. In addition, replacement of the entire Web site hardware architecture during the first two weeks of 2008 significantly impacted site traffic during that period.

## Production

For the first quarter of 2008, the Publications & Interactive Services team successfully completed a total of 536 projects, which included 181 collateral and graphic-type projects, 321 web-related jobs and the following large projects:

- UK 24-page Free-Standing Insert – January – 2,000,000 qty
- UK Holiday Planning Pack Fulfillment Carrier Sheet – 100,000 qty
- 56-page International Holiday Guide (7 languages) – 105,500 qty
- 16-page Family Magazine Insert – 12,000,000 qty
- 16-page Affluent Magazine Insert – 5,000,000 qty
- 7 Co-op Ads for the 2008 Domestic Magazine Campaign
- Convention Sales 2008 Corporate Luxury 8-page Co-op insert – 745,000 qty
- Tip-on Card for Convention Sales 28-page Co-op insert – 305,000 qty
- Magicard Cards & Brochures (3 versions) – 500,000 qty
- Consumer Fulfillment Envelopes – 200,000 qty
- Spring 2008 Consumer Guides
  - Attractions Guide – 750,000 qty
  - Vacation Guide – 200,000 qty
  - Fun Guide – 450,000 qty
  - Convention Visitors Guide – 150,000 qty
- Electronic Direct Mail Program Flyer – 300,000 qty

## PROMOTIONS

Below are some highlights from our first quarter activity:

January-March 2008	Media Value	Market	Form of Media	Circulation	Impressions
<b>Toronto Star/TLN TV Network – Family-themed newspaper and television promotion</b>	\$90,770	Toronto, ON, Canada	Print/Online/TV	510,507	22,736,294
<b>Parmalat – Family-themed promotion with a leading dairy brand</b>	\$365,164	Canada (Nat'l)	Print/Online/TV/On Pack/In Pack/In-store	2,565,000	6,036,400

<b>Daily Express/Raring2Go – Family-themed promotion with family-targeted magazine and national newspaper</b>	\$257,670	United Kingdom	Print/Online	1,778,718	9,654,744
<b>TOTALS:</b>	<b>\$713,604</b>			<b>4,854,225</b>	<b>38,427,438</b>

During the second quarter, two major domestic national promotions will occur with major brands. One is with Sunny Delight juices and the second with Cheez Doodles snacks. Additionally, magazine promotions will run in spring issues of *Good Housekeeping* and *Parenting/Babytalk* magazines.

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## VISITOR SERVICES

January-March 2008	2008	2007	Variance
Number of Walk-ins (Visitor Center)	23,113	24,946	-7%
Phone Calls Received (Call Center & Visitor Center)	16,521	20,900	-21%
E-mails Processed (Call Center & Visitor Center)	765	1,100	-30%

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## PUBLIC RELATIONS

January-March 2008		Comparison to Goal		
	Annual Goal	First Quarter Actual	First Quarter Goal	Variance
Number of Clips	1,259	304	315	-3%
Circulation	1,301,564,949	81,220,989	325,391,237	-75% <sup>1</sup>
Value*	\$22.5 Million	\$3.2 Million	\$5.6 Million	-42% <sup>1</sup>

January-March 2008	Number of Clips	Circulation	Value*
<b>Corporate Clips</b> (National and Local Corporate and Issues Management)	142	94,325,954	\$2.5 Million

Key placements include *O Estado de Sao Paulo*, *Woman's World*, *Swishy* and *Reforma*.

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

<sup>1</sup>The difference is due to a DPA (Associated Press of Germany) story that was picked up nationwide. It accounted for more than 30 placements in first quarter 2007.

January-March 2008	
Press Tours	Results
"What's New for Meetings" Press Trip, March 26-28, Orlando, FL	A meetings-trade press trip was coordinated to highlight Orlando's vibrant new meetings developments and the brand rollout. Attendees included: <i>Meetings News</i> (circ. 50,100), <i>Tradeshow Week</i> (circ. 2,100) and Rowland Stiteler, freelancer. The group also attended the CVB Member Luncheon announcing the destination's new M&C marketing campaign, "Where Creative Minds

	Meet."
PR Tradeshow/ Mission/Events	Results
Visit Florida Toronto Media Luncheon, January 18, Toronto, Canada	The event attracted more than 60 journalists from the Greater Toronto region. As a result of our participation in the media luncheon, articles on the event have appeared on TravelHotNews.com (6,242); Open Jaw Network (240,000) and in Nicole Feenstra's Canoe.com blog (90,000). An individual press trip is also in the planning stages for Brian Kendall, who is planning a golf feature for the <i>Globe &amp; Mail</i> (circ. 318,351).
Spain Media Mission/FITUR, January 24-February 3 Barcelona and Madrid, Spain	A total of 52 media appointments with both print and broadcast media were conducted during the mission, including: <i>Metro</i> newspaper (circ. 1,000,000); <i>Woman</i> magazine (circ. 300,000); COPE Radio (1,000,000 listeners); Onda Cero – Gente Viajera (3,000,000 listeners); <i>Viajar</i> magazine (circ. 180,000); <i>Viajar</i> TV (6,000,000 viewers); <i>Gente</i> magazine (circ. 1,000,000); Onda Rambla Radio (500,000 listeners); <i>Latino</i> newspaper (circ. 500,000); <i>Lecturas</i> magazine (circ. 400,000); ETB Television (220,000 viewers); <i>RPM Revista de Prensa Multimedia – La Vanguardia</i> (circ. 202,117); <i>El Periódico</i> (circ. 350,000); RTVASA (90,000 viewers); <i>QTravel</i> (circ. 30,000); <i>Universal Iberia</i> newspaper (circ. 300,000); <i>Revista Internacional Viajes</i> ; <i>Oxigeno</i> magazine (circ. 300,000); <i>Ladevi Ediciones</i> (circ. 12,000); Cadena Ser (4,435,000 listeners); <i>Costa Rica Traveler</i> (circ. 10,000); <i>Acción Media; Meeting Market</i> (circ. 10,500); Tele Bilbao (1,000,000 viewers); <i>Travelport; Air Classe; Rutas del Mundo</i> travel magazine (circ. 150,000); Ona Catalana (45,000 listeners); <i>TMG</i> magazine (circ. 50,000); <i>De viajes</i> (circ. 240,000); <i>Ediciones Grandes Viajes T&amp;A</i> (circ. 50,000); <i>Travel Time; Travel IQ</i> (circ. 25,000); <i>The Terra News; Hermes Comunicación</i> (circ. 15,000); IP Tours Web site; <i>Viajes</i> magazine; <i>Turismo &amp; Ocio</i> international magazine; <i>Ejecutivos; España Rotaria; Ask!/? Comer &amp; Beber; City FM; Qué!</i> newspaper; <i>Gourmet</i> magazine (circ. 50,000); <i>Travelers; Rolling Stone – Spanish; Viajes TMG</i> magazine; <i>Canarias Ahora Radio; Vinos y Restauración – Buena Vida</i> international magazine; <i>Editur; Grupo Boletín Turístico</i> (Mexico); Cuencas Mineras TV (200,000 viewers); <i>Paraisos Magazine</i> and <i>MGA – Alitalia</i> (circ. 200,000) and <i>Air one</i> (circ. 120,000). Additional media results include: COPE Radio (1,000,000 listeners) broadcasted a live interview featuring Orlando as the new shopping paradise; Onda Rambla Radio (500,000 listeners) broadcasted an interview featuring Orlando as a destination for shopping, nightlife and family memories; and Onda Cero Radio – Gente Viajera (3,000,000 listeners) broadcasted a radio program featuring "Orlando is for every member of the family."
TMAC Annual Conference, February 15-18, Halifax, Nova Scotia	Participation strengthened relationships with Canadian journalists through social interaction throughout the conference and media marketplace meetings. The event attracted about 75 journalists from across the country and about 200 industry members. As a result of our participation in the conference, several journalists are planning individual press trips to research the destination further, including freelancer Sam Ion. Relationships were bolstered with media throughout the country and coverage can be expected in <i>Times &amp; Transcript</i> (circ. 37,553).
BIT Travel Trade Show, February 21-24, Milan, Italy	Approximately 3,400 accredited journalists attended the show. The following meetings were held during the course of the show: <i>quiTouring</i> (circ. 396,939); <i>Golfitaliano</i> , Tourism Web TV; and <i>Guida Viaggi</i> (circ. 9,000). Results include articles in <i>Golfitaliano</i> and <i>Guida Viaggi</i> .
ANATO, February 24-28, Colombia	A media mission was conducted prior to ANATO in the city of Bogotá and a total of 13 media appointments with both print and broadcast media attended including: <i>El Colombiano</i> newspaper (circ. 70,000); <i>El Tiempo</i> newspaper (circ. 566,169); Tele Antioquia (12 million viewers); Hora 13 Noticias (3.5 million viewers); <i>El Pais</i> newspaper (circ. 130,000); <i>Shock</i> magazine (circ. 77,900); <i>Cromos</i> magazine (circ. 167,500); <i>El Espectador</i> newspaper (circ. 195,000); <i>El Mundo</i> newspaper (circ. 29,000); Caracol TV (15 million viewers); Caracol Radio (3,263,050 listeners); <i>Viajar</i> magazine and CDO Comunicación (PR agency in charge of ANATO). Results included interest in visiting Orlando by

	four publications, articles to be published within 2008 by three publications, and two live interviews with Tele Antioquia (12 million viewers) and Caracol Radio (3,263,050 listeners).
ITB Travel Trade Show/Discover America/TIA Media Event, March 3-9, Germany	Requests for in-depth information were received from 12 journalists attending the event who were either planning to visit Orlando or who were interested in learning more about Orlando. Detailed information was provided to the following media contacts: <i>Stern</i> ; Thomas Haltner, a well-known travel photographer who works for quality magazines such as <i>Geo</i> (circ. 513,687), <i>Urlaub Tip</i> (circ. 174,500), <i>Prisma</i> (circ. 4,479,915), <i>HörZu</i> (circ. 1,703,945), <i>Hier</i> (circ. 123,000) and others; <i>Kirmes &amp; Park Revue</i> (circ. 10,000); <i>America Journal</i> (circ. 40,000); <i>Lufthansa Magazin</i> ; Maggie Riepl, a freelance journalist who writes for large publications such as <i>Bild</i> (circ. 4.1 million), <i>BZ</i> (circ. 380,000) and several magazines; Channel N-TV; <i>Tours</i> (circ. 50,000) and <i>Frankfurter Allgemeine Zeitung</i> (circ. 490,000). In addition to the relationships we built at the media event, the bureau developed contacts with a number of media during the course of the show. These included: Bernd Stoertebek, a freelancer for <i>Frankfurter Allgemeine</i> (circ. 543,693) and <i>Die Zeit</i> (circ. 615,777); Oliver Steinebach, a freelance writer and <i>Travel Trendz International</i> (circ. 40,000).
Visit Florida Washington, D.C. Media Luncheon, March 18, Washington, D.C.	The Visit Florida event attracted eight journalists from the D.C. area representing publications including <i>USA Today</i> (circ. 2,293,137); <i>The Washingtonian</i> (circ. 140,264); <i>Washington Flyer</i> (circ. 126,970) and <i>National Geographic Traveler</i> (circ. 725,174). As a result of our participation in the media luncheon, an article ran in <i>USA Today</i> (circ. 2,293,137) on April 4 and featured the new attractions opening this spring with a look towards summer travel.
New York Media Calls, March 18-20, New York, NY	Public Relations department conducted one-on-one media calls with LDPR. Publications included: <i>Parenting</i> (circ. 2,150,000); <i>Woman's Day</i> (circ. 3,918,531); <i>Good Housekeeping</i> (circ. 4,739,773); <i>Redbook</i> (circ. 2,374,237); Sandra Ramani (freelancer); <i>Shape</i> (circ. 1,747,569); <i>Food &amp; Wine</i> (circ. 931,769); <i>More</i> (circ. 1,254,273); <i>Real Simple</i> (circ. 1,973,306); <i>Travel + Leisure</i> (circ. 969,452); <i>Golborati.com</i> ; <i>Sherman's Travel</i> (circ. 200,000); CBS Early Show (3,440,000 viewers) and <i>Culture + Travel</i> (circ. 900,000). As a result of the meetings, interest was expressed in covering Unexpected Orlando and Endless Summer, and individual and/or group press trip interest was also garnered.
Brazil Mission, March 24-29, Rio de Janeiro and São Paulo, Brazil	Met with a total of 31 media outlets during the mission that highlighted Orlando's experiential offerings in the areas that most resonate with the market's traditions, including: spending quality time with the family, shopping and nightlife entertainment. The mission was customized to Orlando's 2008 global campaign message that reinforces the <i>Magic, Discovery, Metro Excitement, Adventure and Relaxation</i> pillars. Media visits in Rio de Janeiro included: <i>O Globo</i> (circ. 378,023 and online 2,958,424 page views/week) and <i>Jornal do Comércio do Rio de Janeiro</i> (circ. 35,000). Media visits in São Paulo included: <i>Ocean Air</i> (circ. 110,000); <i>Folha de São Paulo</i> (circ. 408,000); <i>O Estado de São Paulo</i> (circ. 231,532); <i>Viagem &amp; Turismo</i> magazine (circ. 110,000); <i>Próxima Viagem</i> magazine (circ. 56,000); <i>Diário de São Paulo</i> ; SBT television station (4 million viewers) and Rede Record television station (480,000 viewers). Results of the media mission include an individual press trip scheduled for May 1–15, 2008.

No. of Individual Press Trips to Orlando	No. of Journalists	
January 1 - March 31	13	<ul style="list-style-type: none"> <li>• Alan Masters Taylor, "Car and Driver" radio show</li> <li>• Margie Wuebker, <i>The Daily Standard</i></li> <li>• Joan Tupponce, Freelance Writer</li> <li>• Laura Miller, "Frommer's Walt Disney World and Orlando" guidebook</li> </ul>

- Vance Diezel, *Golf Journeys*
- Rick Stedman, *igolf.com*
- Ron Lichtman, *RadioSouthJersey.com*
- Laurel Hess, "The Travel Queen" radio show
- Kelby Carr, *Suite101.com*
- Victoria Mason, *WRPBRadio.com*
- Samantha Chapsnick, *Orbitz.com*
- Cyndie Wade, Freelancer
- Auditi Guha, Gatehouse Media

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## TRAVEL INDUSTRY MARKETING

### U.S. Domestic & Canada Leisure Travel Trade Marketing

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
SATH 12th WORLD CONGRESS (Society for Accessible Travel & Hospitality)	Jan. 6-8	Orlando, FL	Co-sponsored awards dinner and exhibited at tradeshow with 250 delegates.
TWIGS Travel Women in Golf	Jan. 25-26	ChampionsGate, FL	Interacted with 35 top international and domestic tour operators representing 19 companies.
ABA Annual Conference	Feb. 2-6	Virginia Beach, VA	The show included 3,300 delegates including 717 tour operators and 34 Orlando suppliers. Conducted 25 pre-scheduled appointments.
Certified Vacations Destination Days	Feb. 21	Ft. Lauderdale, FL	Includes: Continental Airlines Vacations, Delta Vacations & Future Vacations. Orlando tradeshow and lunch with nine CVB members and 75 certified managers and reservation staff.
AAA Auto Club South Sales Calls	Feb. 19-22	Palm Beach, Delray Beach, Pompano, Plantation, Aventura, South Miami, Kendall	A leader in Orlando attraction ticket sales and a great drive market partner. The Orlando "Say YES to Orlando" message was shared with seven AAA offices and 20+ travel agents and auto counselors.

Broadcast E-mail	Date	Location	No. of Attendees
What's New Travel Agents E-Newsletter	Feb. 5	Orlando, FL	Sent to 80,000+ retail and home-based travel agents in the US and Canada
Member Travel Agent E-Newsletter	Feb. 15	Orlando, FL	Sent to 80,000+ retail and home-based travel agents in the US and Canada

Brochure Distribution	Date	Location	No. of Attendees
Visit Florida – New York Times	Feb. 28-March 3	New York, NY	Show included 6,199 retail and home-based travel agents and 16,445 consumers.

### Global

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
RSAA Summit (Receptive	Jan.	Clearwater,	Conducted 13 appointments during business

Services Association of America)	10-13	FL	sessions; attended seminars on international market trends.
Florida Huddle	Jan. 14-16	Tampa, FL	Conducted 26 appointments with tour operators originating from the U.S, Canada and Europe. A press conference was held with Gary Sain as the spokesperson touting Huddle in Orlando in 2009.

### Latin America/Spain

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
FITUR (Feria Internacional de Turismo) International Travel Trade Fair – Spain	Jan. 27 - Feb. 5	Madrid, Spain	Represented within Orlando-themed booth at Spain's leading industry show with four member-company representatives; visited by more than 3,000 travel agents & consumers.
Kuoni Workshop – Spain	Jan. 29	Madrid, Spain	Trained 270 travel agents
Hello America Seminar – Spain	Feb. 4	Palma de Mallorca, Spain	Conducted seminar for 27 staff of wholesaler, Hello America.
Expo Vacaciones – Mexico	Feb. 12-13	Mexico City	Represented in Orlando-themed booth at Mexico's leading industry tradeshow with 13 member-company representatives; visited by approx 400 out of the 2,000 estimated in attendance. A total of 11 appointments held during business session day of show.
Orlando Seminar – Mexico	Feb. 12	Mexico City	Seminar conducted for 45 travel agents and media representatives in conjunction with Expo Vacaciones show.
CVC Workshop – Brazil	Feb. 21-22	São Paulo, Brazil	Trained 360 travel agents
ANATO – Colombia (Association of Colombian Travel Agents)	Feb. 25-28	Bogotá, Colombia	Represented within Orlando-themed booth at Colombia's leading industry tradeshow with nine member-company representatives; approx. 2,500 travel agents, wholesalers and airline representatives visited booth.
Delta Vacations Luncheon and Seminars – Colombia	Feb. 27	Bogotá, Colombia	Trained 170 travel agents, wholesalers and media
MMT Gapnet Road Show – Brazil	Feb. 23-29	Campinas, Porto Alegre, Curitiba, Brasilia, Salvador & Recife, Brazil	Reached 1,050 travel agents during road show.
REMA (Cali Regional Travel Trade Association) – Colombia	Feb. 29	Cali, Colombia	Three member companies represented; 500 travel agents in attendance

### Europe

Tradeshow/Mission/FAM	Date	Location	No. of Attendees
Vakantiebeurs Trade & Consumer Show – The Netherlands	Jan. 8-13	Utrecht, The Netherlands	Represented within the VISIT FLORIDA booth area; attracted more than 1,000 trade and consumer visitors to the booth.

VISIT FLORIDA Luncheon Event – The Netherlands	Jan. 9	Utrecht, The Netherlands	Luncheon event hosted for 35 tour operators and airlines represented in conjunction with Vakantiebeurs.
Meier's Weltreisen Client Event – Germany	Feb. 11	Dresden, Germany	In partnership with top tour operator, Meier's Weltreisen, nine travel agents and their VIP clients were hosted to a special Orlando evening.
Mid-Atlantic Icelandair Seminar – Iceland	Feb. 7-10	Reykjavik, Iceland	Made contact with 72 tour operators and travel agents from throughout U.S. and Europe – predominantly UK, Iceland, Scandinavia and Central Europe.
BIT (Borza Internazionale del Turismo) – Italy	Feb. 21-24	Milan, Italy	Represented within VISIT FLORIDA booth at Italy's leading industry tradeshow. Approx. 1,500 visitors to booth.
U.K. Sales Calls	Mar. 4	London	Gary Sain joined CVB UK-based representatives for calls on leading tour operators — Virgin Holidays, Travel City Direct and TUI.
Visit USA Workshop – Belgium	Mar. 5-9	Brussels, Belgium	Trained 155 travel agents
ITB (International Tourismus Börse) – Germany	Mar. 5-9	Berlin, Germany	Represented with Orlando-themed booth at Europe's largest industry tradeshow; joined by Mayor Crotty, Gary Sain and representatives from the Metro Orlando Economic Development Commission.
FTI Linz Kuoni Fam Tour	Mar. 9-13	Orlando, FL	Hosted 14 travel agents
FTI Munich Fam Tour	Mar. 10-14	Orlando, FL	Hosted 14 travel agents

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## COMMUNITY/INDUSTRY RELATIONS

- Gary Sain, president & CEO, and representatives from a diverse mix of states, destination marketing organizations and companies, attended the Travel Industry Association (TIA) board policy meeting on March 13 in Washington, D.C. to discuss inbound international strategy, domestic travel facilitation and the impact of climate change on our industry. The Policy Council helps shape and prioritize TIA's public affairs agenda.
- Gary Sain and Larry Henrichs participated and met with local elected state representatives and state senators at the state capital for Florida Tourism Day on March 24 and 25.
- Mark McHugh, chair of the Orlando CVB Board of Directors, and Gary Sain presented an update on the CVB's marketing programs, as well as the financial strength of the industry, to the Orange County Board of County Commission on February 26.
- The Orlando CVB worked with the new Central Florida Partnership and the Metro Orlando Economic Development Commission to host the first Community Leadership Conference. The event provided the opportunity for the CVB to present an hour-long presentation on meetings and tourism to more than 200 community leaders. It also launched the "Say YES to Orlando" campaign and secured many brand ambassadors.
- The Orlando CVB worked closely with the following groups during the first quarter on a variety of cultural tourism projects: Zora Neale Hurston Festival of the Arts and Humanities, Bach Festival, United Arts ArtsFest, American Theater Critics, Orlando Museum of Art and World Championship Dominoes.

- The Orlando CVB met with the Asian Chamber Partnership to discuss opportunities and programs such as implementing sponsorship, advertising, public relations and communications, board member development and Asian consumer content for marketing. Currently the Orlando CVB is in the process of scheduling to host a Board meeting and after-hours event for the Chamber. The Orlando CVB met with the Hispanic Chamber Partnership as well to discuss opportunities and programs including a table sponsorship and event participation at the Don Quijote Awards, Hispanic Business Expo, and the possibility of a business lunch sponsorship.
- Presentations were made to 13 groups with a total audience of 518, including International Round Table, Travelocity's Executive Team, ULI Power Breakfast, NASULGC Council on Strategic Communications and Advancement at Rosen College, Marriott's Investor Day, Rosen College – Risk Management, Leadership Orlando – Economic Leadership Session, CFHLA Board of Directors, International Customer Service Association, CFHLA Security Council, FPRA Capital Student Chapter and Disney's 2008 Travel Industry Marketing Workshop.

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About the Orlando CVB  
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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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