



ORGANIZATIONAL HIGHLIGHTS

November 14, 2008

Organizational Highlights – Third Quarter 2008

Our goal at the Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB) is to increase visitation to the destination through branding, marketing and selling Orlando and our world-class attractions, accommodations, convention center, dining and entertainment. During the first half of 2008, we outperformed our competition at a time when the economy was under pressure from several key economic factors. However, Orlando is not immune to the economic challenges that face our nation and the world, and we've begun to see these negative trends affect visitation, as well as our convention and meeting business. With that being said, the Orlando CVB has been working very hard to keep Orlando top-of-mind with leisure/business travelers and meeting planners.

This year, the Endless Summer promotion was expanded to become our largest fall marketing campaign by adding cable television advertising in key drive markets and eastern cities for the first time ever. Based on the "get one free" offers, Endless Summer focuses on motivating couples, groups of friends, mature travelers and others who do not have school age children to travel to Orlando.

Internationally, we are focused on several key markets: Canada, UK, Brazil and Mexico. In August, our "Say YES to Orlando" campaign was launched in Mexico as part of a joint effort between SeaWorld Orlando, Universal Orlando Resort, Walt Disney World Resort and the Orlando CVB.

At our August marketing meeting, I had the honor of announcing new airline service to Orlando from Brazil. TAM Airlines will begin non-stop service between Sao Paulo, Brazil and Orlando on November 21. The collaborative effort by our business community and Orlando International Airport to secure this direct flight shows a commitment to move our industry forward.

On the meetings and convention front, we are focused on expanding the "Where Creative Minds Meet" brand. Our team has embraced the program with unique and creative site visits, one of which helped us secure the American Institute of Architects, and we continue to see leads coming in from the three "Roadshows" that were held earlier in the year.

In September, we held our first Medical Meetings and Tourism Summit. More than 120 leaders from multiple sectors in the community convened at the Orange County Convention Center to discuss opportunities to grow medical meetings and tourism for Orlando in light of our new medical offerings. From this event, we have already identified and pursued several new meetings for the destination. My team is working on developing task forces to focus our energy on creating synergies within the medical community and identifying new opportunities for the region, not to mention new medical conventions and tradeshow which have never met in Orlando.

I'm hopeful that the Orlando CVB's additional pressure on the market will yield results. I thank you for allowing us to serve you, and for "Saying YES to Orlando" and our team. It is indeed an honor for me to serve as President and CEO of the organization marketing the greatest destination on earth.

Warmest regards,

A handwritten signature in black ink, appearing to read "Gary C. Sain".

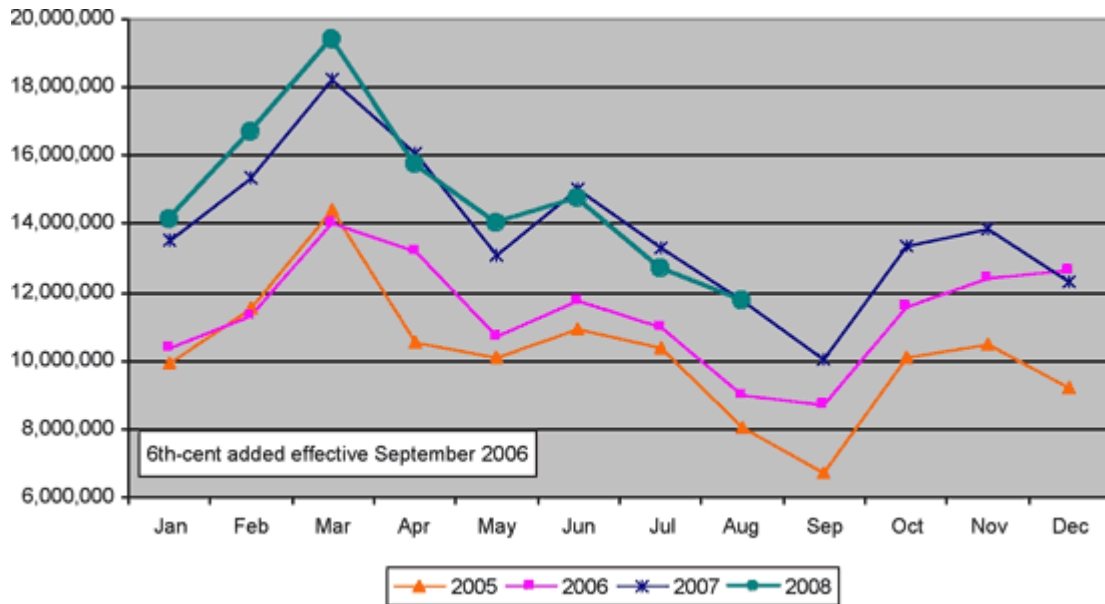
Gary C. Sain
President & CEO

Orlando CVB Activities

- [Convention Sales](#)
- [Leisure Marketing](#)
- [Visitor Services](#)
- [Public Relations](#)
- [Travel Industry Marketing](#)
- [Community Relations/Public Affairs](#)
- [Marketing Products](#)

INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections

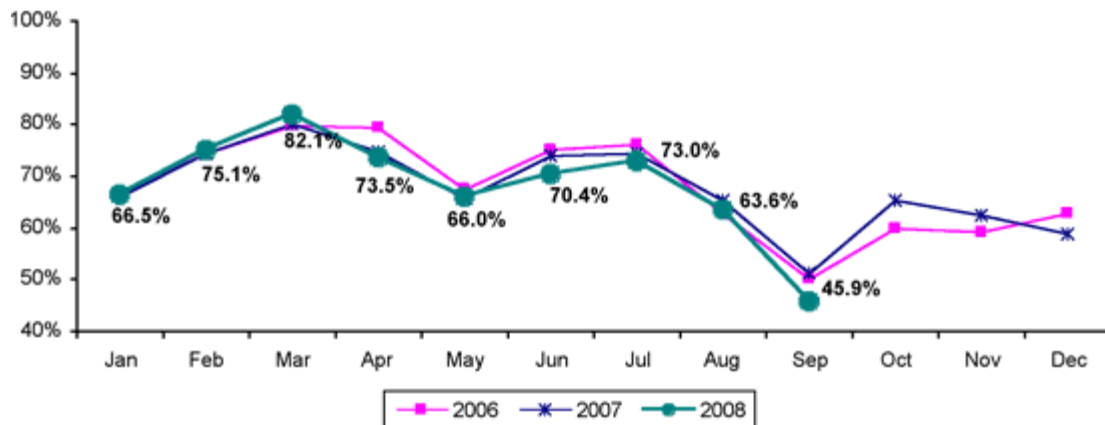


Metro Orlando Lodging Indicators

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. Disney-owned and operated rooms represent approximately 20% of all hotel rooms in Metro Orlando. There are approximately 12,800 vacation homes in Orange & Osceola counties plus 22,000 timeshare units.

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

Metro Orlando Occupancy Rate



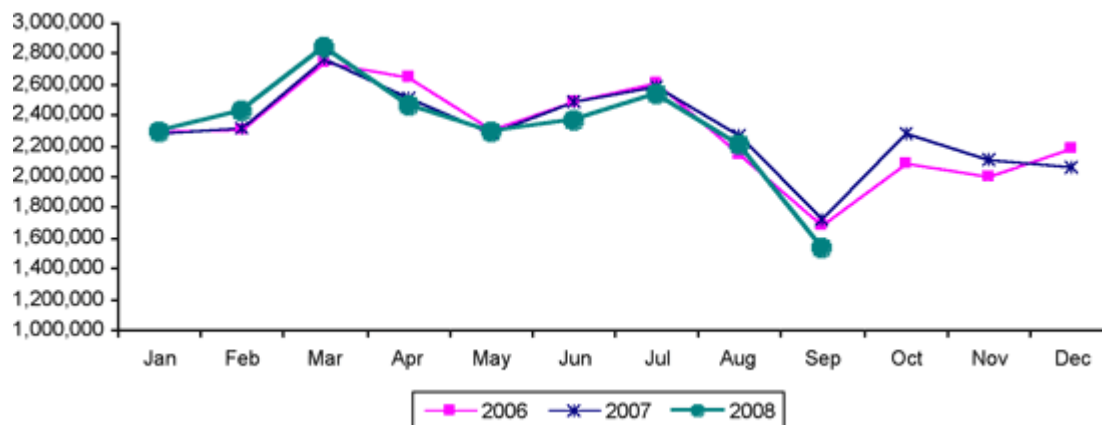
Occupancy

Q3 2008	Q3 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance
Orange County	64.1%	66.5%	-3.5%	71.4%	72.4%	-1.3%
Metro Orlando	61.0%	63.8%	-4.4%	68.3%	69.7%	-2.0%
National	65.8%	68.4%	-3.8%	62.9%	64.9%	-3.0%
Florida	55.7%	59.1%	-5.8%	63.4%	66.1%	-4.0%

Average Daily Rate

Q3 2008	Q3 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance
Orange County	\$97.08	\$98.72	-1.7%	\$116.00	\$114.10	1.7%
Metro Orlando	\$91.17	\$92.54	-1.5%	\$107.63	\$105.90	1.6%
National	\$106.94	\$104.07	2.8%	\$107.41	\$103.59	3.7%
Florida	\$99.44	\$100.28	-0.8%	\$120.53	\$119.23	1.1%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

Q3 2008	Q3 Results			Year-to-Date Results		
	2008	2007	Variance	2008	2007	Variance
Supply ¹	10,303	10,209	0.9%	30,638	30,360	0.9%
Demand ²	6,284	6,514	-3.5%	20,973	21,136	-0.8%

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 Convention Sales Production Summary Third Quarter

The conventions and meeting industry has continued to be effected by the economy. The in-house meeting segment which is heavily corporate has been more affected when it comes to leads due to companies delaying meeting decisions. Our third quarter convention sales and services production reflects this trend. Leads issued and definite attendance booked for future meetings fell well below third quarter goals, while definite attendance booked and room night production, driven by our success with larger association business, did exceed actual performance for the same period of 2007. Lower third quarter production, as discussed above, reduced the year-to-date production in lead generation and definite attendance bookings as compared to goals and prior year. However, our continued success in 2008 in booking large city-wide association business has kept our attendance production over the prior year and near to goal even with these uncertain economic times. The team is forecasting to be very close to our annual goal of 1,750,000 in attendance by year's end.

July-Sept 2008	Q3 2008		Comparison to Goal		Comparison to Prior year	
	Need Time ³	Total	Q3 Goal	Variance	Q3 2007	Variance
Leads Issued	263	636	875	-27%	748	-15%
City-Wide	29	63	96	-34%	77	-18%
In-House	114	317	467	-32%	403	-21%
EMM	120	256	312	-18%	268	-4%
Definites	114	243	-	-	328	-26%
Definite Attendance	64,079	252,836	474,936	-47%	236,343	7%
City-Wide	23,000	161,000	333,924	-52%	120,170	34%
In-House	35,065	78,884	123,336	-36%	103,112	-23%
EMM	6,014	12,952	17,952	-27%	13,061	-1%
Definite Room Nights Estimated¹	140,974	556,239	-	-	519,955	7%
Definite Room Nights Requested²	99,266	471,306	-	-	373,155	26%
Service Leads Issued	-	419	-	-	520	-19%
Service Referrals	-	303	-	-	331	-8%

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

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

3 Need Time = Events with meeting start date in July through December of any future year

Jan-Sept 2008	YTD 2008		Comparison to Goal		Comparison to Prior year	
	Need Time ³	Total	YTD Goal	Variance	YTD 2007	Variance
Leads Issued	889	2,135	2,599	18%	2,362	-10%
City-Wide	103	210	252	-17%	235	-11%
In-House	423	1,103	1,411	-22%	1,309	-16%
EMM	363	822	936	-12%	818	0%
Definites	365	885	-	-	1,155	-23%
Definite Attendance	590,757	1,143,120	1,274,930	-10%	1,083,623	5%
City-Wide	446,100	802,202	851,816	-6%	644,380	24%
In-House	123,149	294,875	370,078	-20%	391,468	-25%
EMM	21,508	46,043	53,036	-13%	47,775	-4%
Definite Room Nights Estimated¹	1,299,665	2,514,864	-	-	2,383,971	5%
Definite Room Nights Requested²	517,990	1,528,354	-	-	1,486,815	3%

Service Leads Issued	-	1,737	-	-	2,144	-19%
Service Referrals	-	1,158	-	-	923	25%

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

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

3 Need Time = Events with meeting start date in July through December of any future year

Marketing Update

One of the major marketing initiatives of the third quarter was the Orlando CVB's hosting of the Medical Tourism & Meetings Summit. This event drew more than 120 leaders of the hospitality and medical industries, as well as economic development and community executives, to discuss synergies for drawing more medical meetings and tourism to Orlando/Orange County. A strategic task force has been tapped, and small work groups are now forming to discuss specific action steps. In the meantime, the convention sales team is meeting with the heads of major local hospital systems to brainstorm on specific ways of working together.

The third quarter was a heavy travel and trade show period—all supported with various types of creative marketing efforts. Among some of the major shows:

- American Society of Association Executives (ASAE): Supported by highly creative banner on *Associations Now* magazine; editorial copy on bellyband outlined ways in which meeting professionals could actualize “Where Creative Minds Meet” in Orlando; Orlando CVB also ran messaging on a highly visible outdoor billboard
- Incentive Travel & Meeting Executives (IT&ME) show: New targeted brochure specifically for the incentive travel market
- Hospitality Sales & Marketing Association International (HSMIA) as well as ASAE and IT&ME shows: Highly creative pre-show mailers providing incentives for meeting planners to come by the Orlando CVB booths at these shows

A “green” video, emphasizing the Orlando hospitality industry's commitment to environmentally friendly initiatives, was created. It conveys to meeting professionals that Orlando is one of the leading cities for voluntary hotel compliance with state-recommended procedures.

A total of four new advertising vehicles were used for the first time in the third quarter. This included the Eastern edition of the *Wall Street Journal* (circulation of nearly 800,000), *Black Meetings & Tourism Magazine*, and *Expo Magazine*. New banner advertising also debuted on MiMegasite, the joint Web site of *Meeting News* and *Successful Meetings*.

The following table presents some of the events in which the Orlando CVB team participated in during the third quarter of 2008.

Tradeshows/Missions/FAMS	Date	No. of Attendees/Participants	Leads Generated / Peak Rooms / Total Room Nights
Fraternity Executives Association (FEA) (TS)	July 10-11	280	3 / 400 / 1,460
Meeting Professional International World Education Conference (MPI-WEC) (TS)	August 9-12	4,300	7 / 12,860 / 27,362
Chuck Cook Tradeshaw	August 14	200	4 / 545 / 1,733
American Society of Association Executives Annual Conference (ASAE)	August 16-19	6,000	7 / 1,522 / 7,889
Incentiveworks	August 19-20	2,000	3 / 560 / 1,690
Meeting Professional International-Southeast Education Conference (MPI-SEC)	August 20-23	384	1 / 30 / 550

Helmsbriscoe	August 20-23	650	0 / 0 / 0*
Successful Meetings University-Florida (Florida Meetings Marketplace) Reach Media	August 24-26	150	8 / 22,000 / 5,824**
Hospitality Sales & Marketing Association International (HSMIAI) Affordable Meetings	September 10-11	1,700	5 / 2,420 / 5,400
West Coast Sales Mission	September 22-26	11	2 / 7,400 / 2,200
Incentive Travel & Meeting Executives (IT&ME) Motivation Show (TS)	September 23-25	2,000	3 / 210 / 327

Number of Meeting Client Site Visits July 1st – September 30th	104
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* While no Account RFPs were received during the annual business meeting, we have received 8 RFPs post meeting.

** Still waiting on clients to get back to the Account Manager on finalizing total room nights on some of the RFPs from this show. That is why total room nights reported above is low relative to peak rooms.

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LEISURE MARKETING

Domestic Marketing Campaign

A recap of third quarter activities is below.

Advertising Vehicle	Impressions	Description
National Television Campaign	0	No television in 3rd quarter
National Magazine	57.5 million	Ran in <i>Family Fun</i> , <i>Redbook</i> , <i>Reader's Digest</i> , <i>Parenting</i> , <i>Shape</i> , <i>Martha Stewart Living</i> and <i>Southern Living</i> targeting moms living east of the Mississippi
Endless Summer Fall Campaign	59 million	The Orlando CVB launched the largest fall marketing initiative to date in Florida and Atlanta. Included newspaper inserts and ads, cable television, radio sponsorships and outdoor.
Interactive Advertising	14.9 million	Ran search engine advertising on Google and Yahoo.
African American Initiative – Print	32 million	Advertising in magazines - <i>Essence</i> , <i>Ebony</i> , <i>Black Enterprise</i> and <i>Odyssey Couleur</i>
African American Initiative – Other	60 million	Participation in Tom Joyner radio show
Hispanic Initiative	0	Advertising in magazines - <i>Selecciones</i> , <i>Latina</i> , <i>People En Espanol</i> and <i>Vanidades</i> will resume in 4th quarter

Endless Summer

The Orlando CVB launched the largest fall marketing initiative to date with an integrated program focused on couples and groups of friends in our key drive markets and eastern cities and featured nearly 59 million impressions in paid media in Florida and Atlanta. Among the advertising tactics were newspaper inserts and ads, cable television, radio sponsorships and outdoor boards. Other marketing tactics included direct mail and e-mail blasts, a massive publicity effort reaching 107 million circulation and \$3.1 million in ad value, promotions and travel trade activities. A special Atlanta Blitz that included television appearances, media luncheon, travel agent training and a convention sales event at the Atlanta Braves game launched the program. The campaign was extended beyond the drive market into feeder cities such as Boston, Baltimore,

Washington and New York with partnerships with Visit Florida, Travelocity, JetBlue and Southwest Airlines.

Direct Marketing

The fall direct marketing campaign went to 320,000 households in mid-September and the creative was developed to complement the overall Endless Summer campaign. The objective was to directly influence in-state and drive market travel during the fall time frame.

For the first time, we collaborated with a ranked U.S. direct marketing agency to produce the creative piece. For this campaign, we developed one creative template, but made changes to the messaging and photos to target three diverse, drive market segments: the general, the Hispanic and the African American markets.

This campaign communicated all of the fall offerings during the September - November time period and focused heavily on value messaging. We provided a special savings on top of savings for our already discounted tickets and a chance to enter to win a \$50 gas card. This campaign also included partner advertisements where their ads were featured on the mail piece and on the related Web site landing page.

Mexico Say Yes Campaign

For the first time ever, the Orlando CVB launched a consumer campaign in Mexico to drive business in a need period. The co-op campaign with SeaWorld Orlando, Universal Orlando Resort, Walt Disney World and four wholesaler partners included newspaper advertising in Mexico City, Guadalajara and Leon. The total reach was 3.6 million impressions. The call to action was to purchase an Orlando package from specific tour operators. The ads ran August through October and the booking or travel window is through December 15.

Web Site Statistics

July-Sept 2008	Comparison to Goal			Comparison to Prior Year	
	Q3 2008	Q3 Goal	Variance	Q3 2007	Variance
Consumer Web site Sessions ^{1,2}	715,900	1,070,000	-33%	913,866	-22%
Total Page Views ²	3,417,362	4,600,000	-26%	4,149,894	-18%
Time on Site (average minutes)	7.6	8.2	-8%	7.6	-1%
Pages Viewed/Visit	4.0	4.0	-1%	4.3	-7%
Pages Viewed/Visit of More than 1 Page	5.6	6.7	-16%	6.7	-16%

1 Represents hourly unique visitors.

2 Third Quarter sessions and page views are down compared to goal, primarily due to reduced inquiries for travel information as a result of the current economic conditions and the fuel crisis, and a reduction of paid searches in 2008.

Jan-Sept 2008	Comparison to Goal			Comparison to Prior Year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Consumer Web site Sessions ^{1,2}	3,030,224	3,570,000	-15%	3,489,739	-13%
Total Page Views ²	14,854,209	16,700,000	-11%	16,866,269	-12%
Time on Site (average minutes)	7.6	8.2	-7%	8.0	-5%
Pages Viewed/Visit	4.6	4.0	14%	4.5	1%
Pages Viewed/Visit of More than 1 Page	6.6	6.7	-2%	6.6	0%

1 Represents hourly unique visitors.

2 YTD, sessions and page views are behind due to poor first-quarter performance related to equipment/technology changes that were done early in the year and significant third-quarter declines due to reduced inquiries for travel information as a result of the current economic conditions and the fuel crisis, and a reduction of paid searches in 2008.

Strategic Alliances (Promotions)

Below are some highlights from our third quarter domestic and international activity:

July-Sept 2008	Media Value	Market	Form of Media	Circulation	Impressions
GMTV – Family-themed promotion with UK's top Morning TV show	\$879,022	United Kingdom	Online/TV	6,500,000	33,833,333
Hawthorn Suites – Family-themed promotion with leading hotel chain	\$363,182	U.S. National	Radio/Online	34,234,930	34,234,930
Borders Books – Adventure-themed promotion with leading bookseller chain	\$274,440	United Kingdom	POS/Online	800,000	4,028,000
Land O'Lakes – Family-themed promotion with leading dairy brand	\$120,304	U.S. National	On-pack/Online	2,116,442	2,325,356
Orlando Sentinel – Endless Summer-themed promotion driving overnight stays from locals	\$134,150	Orlando	Print/Online	326,467	4,413,763
Endless Summer Newspaper & Radio promotions in eight markets driving in-state visitation	\$177,469	Florida & Georgia	Print/Online	2,000,000	15,020,837
TOTALS:	\$1,948,567			45,977,839	93,856,219

The Strategic Alliances Department also executed our 3rd annual Orlando Magical Dining Month during September. The program was a success with both consumers and restaurants. Web traffic to OrlandoMagicalDining.com and the individual restaurant pages was up 230% over 2007. Based on survey responses to date, the 53 participating restaurants were overwhelmingly pleased with the incremental business that Magical Dining Month generated. The 34 restaurants that responded to the survey served a total of approximately 3,435 meals, for an average of 101 dinners per restaurant.

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VISITOR SERVICES

July-Sept 2008	Q3 2008	Q3 2007	Variance
Number of Walk-ins (Visitor Center)	31,002	28,584	8.5%
Phone Calls Received (Call Center & Visitor Center)	10,377	12,435	-16.5%
E-mails Processed (Call Center & Visitor Center)	860	969	-11.3%

Jan-Sept 2008	YTD 2008	YTD 2007	Variance
Number of Walk-ins (Visitor Center)	80,877	83,463	-3.1%
Phone Calls Received (Call Center & Visitor Center)	41,206	50,104	-17.8%
E-mails Processed (Call Center & Visitor Center)	3,028	3,926	-22.9%

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

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PUBLIC RELATIONS

July-Sept 2008		Comparison to Goal		Comparison to Prior Year	
	Q3 2008	Q3 Goal	Variance	Q3 2007	Variance
Number of Clips	647	315	105%	403	61%
Circulation	439,698,191	352,391,237	35%	541,762,594	-19% ¹
Value	\$11 million	\$5.6 million	96%	\$11.3 million	-3%

¹ In June of 2008 a new method for evaluating web clips was put in place. Therefore circulation and ad value will show a decrease from 2007.

Jan-Sept 2008		Comparison to Goal		Comparison to Prior year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Number of Clips	1,617	915	77%	1,344	20%
Circulation	1,016,742,552	976,173,711	4%	1,727,658,310	-41% ²
Value ¹	\$29.9 million	\$16.8 million	78%	\$26.7 million	12%

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

² Higher Value rates in 2008 reflect a focus on securing larger Orlando feature stories. Lower circulation numbers for YTD 2008 as compared to 2007 are accounted for as follows: 1) A dpa News (Associated Press of Germany) story that ran in the first quarter of 2007 was picked up nationwide, creating an unusually high circulation in that quarter, accounting for 75% of the circulation variance; 2) US Business Journal circulation numbers were adjusted in 2nd quarter 2008 from 1.5 million to 61,333; and 3) Several group press trips were either moved to the Fall or canceled to avoid competing with the media activities of Disney, Universal and SeaWorld around their new attractions. In June of 2008 a new method for evaluating web clips was put in place. Therefore circulation and ad value will show a decrease from 2007.

July-Sept 2008	Q3 2008
Press Tours	Results
Orlando's Endless Summer, August 21-25, Orlando, FL	Publications included: About.com <i>Orlando</i> (circ. 3 million); <i>Akron-Beacon Journal/Ohio.com</i> (circ. 511,186); <i>Senior Connection/Mature Lifestyles</i> (circ. 200,000) and AA.com/ <i>Conway Confidential</i> (publication just launched, so circulation numbers are not yet available). About.com has already featured articles on Orlando Magical Dining Month, Orlando's Endless Summer and Discovery Cove.
Brazil Press Trip – Hoje em Dia Television, September 14-20, Orlando, FL	Hoje em Dia is a daily morning program, broadcasted by <i>Rede Record</i> with viewers in Brazil and other 135 countries. It included two hours and 15 minutes of coverage focused on adventure options while also showcasing the unexpected side of the destination. Total reach is 32 million.
UK Shopping and Spas Press Trip, September 25-29, Orlando, FL	Participants represented: <i>The Herald</i> (circ. 66,795, Scotland); <i>Sunday World Magazine</i> (circ. 354,000; UK/Ireland); Trinity Mirror Group (which includes over 40 high-circulation titles across the UK) and IPC Media (which includes <i>Woman</i> , circ. 527,764 and <i>Woman's Own</i> , circ. 349,164). Results from this press trip should appear during the fall of 2008 and early 2009.
PR Tradeshow/ Mission/Events	Results
Florida Media Mission, July 9-10, Jacksonville, FL	Media appointments were held in Jacksonville with five key publications including: <i>The Florida Times-Union</i> (circ. 146,303); <i>Jacksonville Magazine</i> (circ. 21,468); <i>Jacksonville Free Press</i> (circ. 47,300); <i>Jacksonville Family Magazine</i> (no longer being published) and freelance writer, Nancy Zimmerman. Press materials were also delivered to: WJXT-TV, WJXX-TV (ABC) and WTEV-TV (CBS).
Mexico "Dile Sí a	Media included: <i>Mexico City: Reforma Newspaper</i> (circ. 640,000); <i>Boletín</i>

Orlando" (Say Yes) Campaign, August 25-29, Mexico City, Guadalajara and León, Mexico	<i>Turistico.com</i> (circ. 939,980 hits/month); <i>ExcelsiorNewspaper</i> (circ. 360,000); <i>Travel Connection</i> (audience 200,000); <i>Travel & Leisuremagazine</i> (circ. 46,500); <i>Travesíasmagazine</i> (circ. 55,000); <i>Quién Magazine</i> (circ. 135,000); <i>Elle Magazine</i> (circ. 70,000); <i>Diario de Yucatán</i> (circ. 68,031); <u>Guadalajara</u> : <i>Asesoría Turística</i> (circ. 10,000); <i>Ocho Columnas/Viajes</i> (circ. 38,000); <i>El Informador/Pasaporte</i> (Circ. 180,000); <i>Radiatorama de Occidente</i> (audience 1,000); <i>Megaclable</i> (audience 2 million); <u>León</u> : <i>AM LeónNewspaper</i> (circ. 51,800). <u>Web based media</u> included: <i>Negocios y Convenciones</i> (200,000 hits per month); <i>Lujarug Comunicaciones</i> ; <i>Reforma Web/Destinos</i> (60,000 hits/month); <i>Boletín Turístico</i> ; <i>MexicoXtremo/Digilibro</i> (200,000 hits/month); <i>El Norte</i> (190,080 hits per month); <i>Dia Siete</i> (312,000 hits/month) and <i>Periódico Buen Viaje</i> (circ. 1,000).
La Cumbre, September 5-7, Miami, FL	The objective was to establish and strengthen relationships and network with key media outlets in the Latin American market. The Orlando message was disseminated to the media through the sponsorship of the media center, an Orlando formal press conference, and Orlando tables in the show and at the media center, participation of the media press event hosted by Visit Florida, informal lunches and one-on-one conversations with the media. Media topped 62 outlets from throughout Latin America.
Endless Summer, September 9-11, Atlanta, GA	Hosted a media luncheon for 22 media at the Four Seasons hotel; 12 television interviews (Atlanta & Company, Good Day Atlanta, WATL-TV, Comcast Cable and Rolling Out Internet TV); and conducted one radio interview (790-The Zone). The PR team traveled to Atlanta with representatives from SeaWorld Orlando, Universal Orlando Resort and Walt Disney World Resorts, who each brought a piece of Orlando with them. This conjoined effort allowed Orlando's fall events and activities to be promoted together and strengthened the destination's message.
France Media Mission, September 10-14, Paris, France	Interacted with a total of 15 media, both print and broadcast, including: <i>Weva</i> (circ. 100,000); <i>Mickey Magazine</i> (circ. 160,486); <i>Le Figaro</i> (circ. 461,050); <i>Paris International</i> (circ. 30,000); <i>Marianne</i> (circ. 284,082); <i>Guide du Routard</i> (circ. not available); <i>Ouimagazine</i> (circ. 12,979) and <i>Neptune</i> (circ. 35,000); <i>La Quotidienne</i> (circ. not currently available); <i>Voyages et Stratégie</i> (circ. not currently available); <i>Grandes EcolesMagazines</i> (circ. 10,000); <i>Easy Voyage</i> (circ. not currently available); <i>Investissement Conseils</i> (circ. 30,000); <i>Weva</i> (circ. 100,000); <i>LCI</i> (TV channel)/ <i>TF1</i> (Viewers: not currently available) and <i>First Class Magazine</i> (circ. 35,000).

Individual Press Trips to Orlando	No. of Journalists	
July 1 - Sept. 1	14	<ul style="list-style-type: none"> • Michael Smith, <i>Carolina Forest Chronicle</i> • Kathy Sagan, Freelance • Becky Beall, Freelance • Brooke Porter, <i>Go</i> • Trish Utter, <i>Good Life Community</i> • Tocol Arthur, <i>Kidsville News Florida</i> • Kevin Foltz, <i>Latitudes</i> • Jason Cochran, <i>New York Post</i> • Elissa Richard, <i>Sherman's Travel</i> • Laura Reiley, <i>St. Petersburg Times</i> • Renuka Christoph, <i>The Tennessee Tribune</i> • John Cloud, <i>Time Magazine</i> • Sean McCormick, <i>Voyageur Magazine</i> • Barry Banker, <i>WKHB-AM</i>

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TRAVEL INDUSTRY MARKETING

U.S. Domestic & Canadian Leisure Travel Trade Marketing



Travel Trade Activity	Date	Location	Audience
AAA Trainings and Receptions	Aug. 5-7	Jacksonville/ Orange Park, FL	20 AAA Auto Counselors and Managers/10 Consumers
Naval Air Station Meeting	Aug. 6	Jacksonville, FL	1 Travel Manager
AAA Trainings and Reception	Aug. 6-8	Sarasota, Venice, Port Charlotte, Ft. Myers, Naples, FL	39 AAA Auto Counselors and Managers/10 Consumers
AAA Trainings and Reception	Aug. 12-14	St. Petersburg, Tampa, Palm Harbor, Port Richey, FL	60 AAA Auto Counselors and Managers/15 Consumers
Student Youth Travel Association	Sept. 5-9	San Antonio, TX	31 Student Tour Operators
THETRADESHOW (ASTA)	Sept. 6	Orlando, FL	80 Delegates attending Sightseeing tours
THETRADESHOW (ASTA)	Sept. 7-9	Orlando, FL	130 Travel Agents at Booth
THETRADESHOW (ASTA)	Sept. 7	Orlando, FL	1,200 Delegates attending Opening Event
Endless Summer Campaign Support	Sept. 9-12	Atlanta, GA	54 AAA Auto Counselors and Managers/35 Consumers
American Express Platinum Call Center	Sept. 10	Atlanta, GA	150 Managers and Reservation Agents
AAA Auto Club South Fam	Sept. 26	Orlando, FL	27 AAA Auto Counselors
Tour & Travel Reference Manual Mailing and Survey	Sept. 29	Orlando, FL	20,000 Retail Travel Agents east of the Mississippi/5,000 Canadian Travel Agents

Broadcast E-mail	Date	Location	Audience
THETRADESHOW	Aug. 22	Orlando, FL	74,000 retail and home-based travel agents/300 Carlson/Travel Leaders
Travel Industry Marketing Member e-Newsletter	Aug. 27	Orlando, FL	74,000 retail and home-based travel agents/300 Carlson/Travel Leaders
Travel Industry Marketing What's New e-Newsletter	Sept. 23	Orlando, FL	74,000 retail and home-based travel agents/300 Carlson/Travel Leaders

Asia

Travel Trade Activity	Date	Location	Audience
JATA (Japan Assn of Travel Agents) Trade Show	Sept. 19	Tokyo, Japan	500 travel agents

Latin America/Spain

Travel Trade Activity	Date	Location	Audience
Leisure Express Seminar	July 7	Buenos Aires, Argentina	174 travel agents
MMT Orlando Event	July 30	São Paulo, Brazil	250 travel agents
Mexico Campaign Launch Events	Aug. 26-28	Mexico City, León &	255 travel agents

		Guadalajara	
Leiser Operadora Tour Operator	Aug. 27	São Paulo, Brazil	22 sales staff and operations manager
La Cumbre Trade Show	Sept. 3-5	Miami, FL	Met with 50 Latin American tour operators
Carrefour Viagens Headquarters	Sept. 20	São Paulo, Brazil	20 in-store travel agency managers
Visit USA Mexico Seminar	Sept. 23	Mexico City	90 travel agents
Action Travel Colombia Fam Tour	Sept. 27-30	Orlando, FL	13 travel agents

Europe

Travel Trade Activity	Date	Location	Audience
Orlando Sales Calls/Presentations	Aug. 25-26	Dublin, Ireland	8 tour operators and their staff
Orlando/AerLingus Event	Aug. 27	Dublin, Ireland	80 tour operators and travel agents
TravelBag/Travel 2 Company Presentations	Sept. 9	North London, U.K.	8 travel agents
VISIT FLORIDA Event	Sept. 15	Paris, France	40 tour operators, media and airline representatives
Top Resa Trade Show	Sept. 16-19	Paris, France	110 travel professionals including tour operators, agents and meeting/incentive planners
Visit USA Ireland Fam Tour	Sept. 16-21	Orlando, FL	9 travel agents
Travel Agent Presentations	Sept. 17-18	Leipzig & Dresden, Germany	74 travel agents

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COMMUNITY RELATIONS/PUBLIC AFFAIRS

- Presentations were made to 18 groups with a total audience of 1,859, including Marriott Grand Lakes Groundbreaking, CFHLA Forward Thinking 2009, Hilton Topping Off Ceremony, TIA Board of Directors, International Impact on Florida Retailers, TIA ESTO 2008 Using New Technology to Maximize PR, OCCC Full Building Meeting, Asian Chamber Board Meeting, Winter Park Rotary Club, UCF Rosen College Introduction Tourism Class, Full Sail University - Business Storytelling & Brand Development, UCF Rosen College Event Planning Class, UCF Communications Class, Medical Summit, British American Chamber of Commerce, Orlando CVB Tourism Leadership Class, IACEROT International Association of Clerks, Records, Election Officials and Treasurers Fall Planning Meeting and UCF Rosen College Destination Management.
- The Orlando CVB, in partnership with the UCF Rosen College of Hospitality Management, hosted its Fourth Annual Tourism Job Shadow Day for students. The Orlando CVB organized members of the area's tourism industry to host inquisitive and career-oriented students in their workplaces from 9 a.m. to 4 p.m. on Thursday, September 25. A total of 28 tourism employers and 76 Rosen College of Hospitality Management students took part in the Job Shadow Day, nearly doubling the participants from 2007. Students were pre-screened by the Rosen College and matched to the employers that best suit their career interests. This program focuses on the industry and education working together to shape future hospitality leaders and highlight potential careers within the tourism industry. Students were placed throughout Central Florida with employers such as the Orange County Convention Center, Loews Hotels and Walt Disney World Resort. The Orlando CVB hosted three students that experienced the OVC. *Orlando Sentinel* covered the story on its tourism column in print and online.

- The Orlando CVB developed a six session program, 2008-2009 Tourism Leadership Class, with first session taking place at the Orlando CVB and OVC on September 26. The CVB hosted nine professors and graduate teaching assistants in a program that facilitates integration and fosters relationships of UCF Rosen College faculty and key staff and the local tourism industry. The program was developed as half a day sessions except for the last session that will include a mini graduation ceremony. The sessions will be a combination of tours, panel discussions and presentations depending on the topic. Session 2 is schedule for October 31 with the topic being lodging to discuss hotels and timeshares.

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MARKETING PRODUCTS

Production

For the third quarter of 2008, the Publications & Interactive Services team successfully completed a total of 604 projects, which included 321 graphic requests, collateral and print type projects and 283 web-related jobs.

Included in this total were the following large projects:

- Endless Summer 16-page Newspaper Insert for 2008 Fall Drive Market campaign – 1,750,000 qty
- Endless Summer Campaign Direct Marketing self-mailer (4 versions) – 320,000 qty
- UK 24-page Free Standing Insert – September 2008 insertion – 2,000,000 qty
- Fall 2008 Consumer Guides
 - Attractions Guide – 750,000 qty
 - Vacation Guide – 200,000 qty
 - Visitors Guide – 300,000 qty
 - Convention Visitor Guide – 200,000 qty
- Magocard cards & brochures (3 versions) – 550,000 qty
- *Tour & Travel Reference Manual 2009* – 70,000 qty
- 7 Co-op Ads for the 2008 domestic magazine campaign
- 5 Co-op Ads for the 2008 Endless Summer newspaper campaign
- 12 Ads for the domestic magazine campaign
- 6 Ads for the African-American Consumer campaign
- 9 Ads for the Hispanic Market campaign
- 9 Ads for the Mexico ad campaign
- Endless Summer newspaper polybags
- August Marketing Briefing signage and collateral
- Magical Dining collateral –Buckslip, Flyer and 3 Ads
- DMS Promotional Shell Brochure and Post Cards
- West Coast, DC and NY/NJ Sales Missions collateral
- ASTA Signage and Flyers
- Medical Summit Pocket Folders, Invites, Letterhead and Signage
- Logo Design for Shop Orlando
- *Wall Street Journal* Meetings Campaign

Large Web projects included:

- Putting Magical Dining in content management system and CVB-wide CRM system
- CRM system integration

Everything Ink projects included assignments for:

- United Arts: publishing the Sep/Oct Season Preview issue of *Orlando Arts* magazine

- Greater Orlando Aviation Authority: *Orlando Arts* magazine 4th quarter Events Rack Card
- EDC: publishing the Fall 2008 issue of *Texture* magazine
- Holiday Inn Resort LBV
- Christian Methodist Episcopal Church - Program, Journal and Flyer
- Pegasus Transportation
- Monumental Hotel Orlando
- Object-Oriented Programming, Systems, Languages and Applications conference logo design

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

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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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