



ORGANIZATIONAL HIGHLIGHTS

August 11, 2008

Organizational Highlights – Second Quarter 2008

In a time of economic uncertainty, the Orlando travel and tourism industry held up very well in the second quarter of 2008. Although we're not immune to the economic pressures we are facing, our destination is still attracting a disproportionate share of leisure visitors. As we look at our top competitors, Orlando is weathering the economic storm better than most. I'm still cautiously optimistic that the destination will remain solid because of our strong brand position, attractions, accommodations, dining and entertainment options.

In the second quarter, we created several initiatives that will keep our brand top-of-mind with travelers and meeting planners. In June, we kicked off our "Where Creative Minds Meet" Roadshows. The three-city tour – Washington DC, Chicago and New York – was very well received by attendees. Hundreds of meeting planners attended the three events and our sales team made key contacts and along the way strengthened relationships. In addition, we launched a new meeting planner Web site that continues our creativity message. We invite you to visit www.orlandoconventions.com.

In conjunction with the Roadshows, our Public Relations Team, along with many of our members, hosted a media event at the New York Roadshow location. The event was attended by more than 80 journalists representing some of the top publications in the United States. We expect to see several destination articles during the next few months as a result of this event.

At our May luncheon, the Travel Channel's Samantha Brown was the keynote speaker and she provided us a glimpse of her new series "Passport to Great Weekends." The "Unexpected Orlando" show began airing in July and highlights several distinct Orlando entertainment options including: Winter Park shopping, City Arts Factory and soul food dining at Johnson's Diner. This year the Orlando CVB increased Orlando's exposure through three additional destination specials; TBS's Movie Extra, WE's Cinematherapy and an hour-long Fine Living special called Great Family Getaways.

May marked the end of our national television campaign, but Orlando will continue to have a strong presence in magazines and online. In addition, our Pow Wow Las Vegas billboard (What Happens in Orlando, Stays with You Forever) received coverage on more than 44 television stations.

In the coming months, we will unveil our marketing strategy for 2009 as we continue our efforts to keep Orlando top-of-mind with leisure and business travelers. Endless Summer and Magical Dining Month return this fall as both programs were highly successful at increasing traffic to the destination as well as to participating members.

I thank you for allowing us to serve you and thank you for "Saying YES to Orlando" and our team.

Warmest regards,

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

Gary C. Sain
President & CEO

Industry Performance

Orlando CVB Activities

Convention Sales

Consumer Marketing

Visitor Services

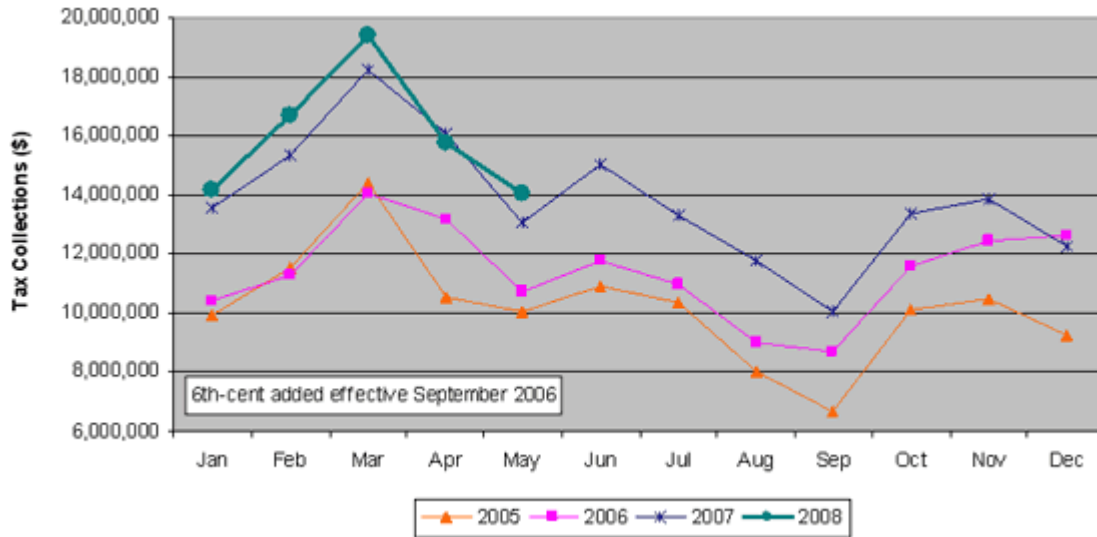
Public Relations

Travel Industry Marketing

Community Relations/Public Affairs

INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections



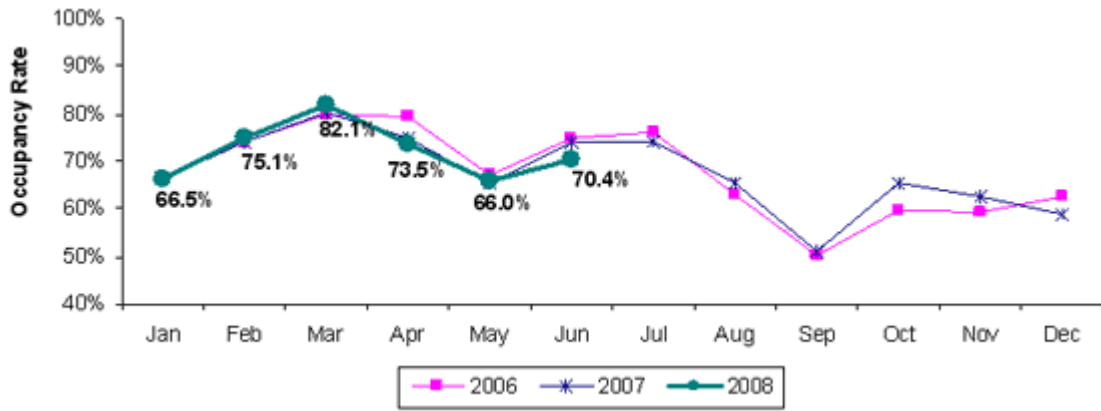
Orange County collections for the month of May were up 7.4% over May 2007, and collections were up 5.0% over 2007 for the year-to-date through May. Thus far in 2008, collections have shown remarkable resiliency in light of the challenges facing the tourism industry.

Metro Orlando Lodging Indicators

The following results are based on the official January through June 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](#).

Metro Orlando Occupancy Rate



Occupancy

April-June	Q2 Results			Year-to-Date Results		
Q2 2008	2008	2007	Variance	2008	2007	Variance
Metro Orlando	69.9%	71.6%	-2.4%	72.0%	72.5%	-0.7%
National	65.0%	66.7%	-2.5%	61.4%	63.1%	-2.6%
Florida	64.3%	66.8%	-3.7%	67.3%	69.5%	-3.1%

Average Daily Rate

April-June	Q2 Results			Year-to-Date Results		
Q2 2008	2008	2007	Variance	2008	2007	Variance
Metro Orlando	\$107.50	\$105.33	2.1%	\$114.61	\$111.75	2.6%
National	\$107.30	\$103.32	3.9%	\$107.64	\$103.29	4.2%
Florida	\$117.08	\$115.47	1.4%	\$129.21	\$127.25	1.5%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

April-June	Q2 Results			Year-to-Date Results		
Q2 2008	2008	2007	Variance	2008	2007	Variance
Supply ¹	10,191	10,122	0.7%	20,335	20,150	0.9%
Demand ²	7,125	7,250	-1.7%	14,689	14,622	0.5%

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

January-June 2008	YTD 2008		Comparison to Goal		Prior year	
	Need Time ³	Total	YTD Goal	Variance	YTD 2007	Variance
Leads Issued	627	1,501	1,724	-13%	1,614	-7%
City-Wide ⁴	75	148	156	-5%	158	-6%
In-House ⁵	309	787	944	-17%	906	-13%
EMM ⁶	243	566	624	-9%	550	3%
Definite Bookings	252	645	-	-	827	-22%
Definite Attendance Bookings	527,553	891,224	799,994	11%	847,280	5%
City-Wide ⁴	423,975	642,077	517,892	24%	524,210	22%
In-House ⁵	88,084	215,991	246,742	-12%	288,356	-25%
EMM ⁶	15,494	33,156	35,360	-6%	34,714	-4%
Definite Room Nights Estimated¹	1,160,617	1,960,693	-	-	1,864,016	5%
Definite Room Nights Requested²	420,809	1,059,254	-	-	1,113,660	-5%
Service Leads Issued⁷	-	1,318	-	-	1,624	-19%
Service Referrals⁸	-	855	-	-	592	44%

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

2 Definite Room Nights Req = Room blocks requested by the meeting planners

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

4 City-wide Executives - focus on larger groups which generally need several hotels and convention center space

5 In-house - Account Executives who book meetings that generally take place in one hotel

6 Executive Meeting Manager - small meetings, primarily reactive

7 Service Leads Issued – Potential business leads for services sent to Orlando CVB member companies

8 Service Referrals – Client inquiries to the Orlando CVB for services, but the list of potential member service providers is provided to the client

Marketing Update

A total of 20,000 *Meeting Planners Guides* have been distributed to planners in all segments of the marketplace. Follow-up research to last year's mailing determined that planners continue to value and desire printed material.

Incentive programs have been finalized with two leading third-party booking agents in the meetings field. The first booking agent partner is Conference Direct which has 500 associates. The program will run from July-December 2008 and will be based on new business booked. One incentive rewards business booked for 2009 only. The second incentive rewards for business booked in 2010 and beyond. The second partner is Helms Briscoe which has 900 associates. The incentive starts in August in tandem with their annual meeting being held in Orlando. The same incentive program will apply, but the booking period will be from August 2008-August 2009. A total of 16 incentives will be awarded and include complimentary registration, airfare and hotel for one to attend an annual meeting of choice for Professional Convention Management Association (PCMA), Meeting Professionals International (MPI), American Society of Association Executives (ASAE) or International Association of Exhibitions and Events (IAEE).

In order to provide trade show organizers with the opportunity to better promote Orlando attendance, the Orlando CVB has added two new services. The Orlando CVB has selected a preferred telemarketing firm (Info-Link), and we are also working with PrivilegedAccess.tv. PrivilegedAccess.tv is a unique and innovative marketing enhancement that generates additional revenue and global exposure for exhibitors and CVBs.

Trade advertising ran in the following: *Successful Meetings*, *Meetings & Conventions*, *Meeting Professionals International*, *Corporate Meetings & Incentives*, *Associations Now*, *Corporate & Incentive Travel* and *Convene* magazines. The total impressions were 370,000. Additionally, a highly targeted, luxury eight-page insert ran in *Pharmaceutical Executive* and *Incentive* magazines.

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Tradeshows/Missions/FAMS	Date	Attendees/ Participants	Leads Generated / Peak Rooms / Total Room Nights
Spring Time in the Park Tradeshaw	April 4	4,586	7 / 3,499 / 12,949
New England Meetings Industry Conference & Exposition (NEMICE Tradeshaw)	April 8-9	535	2 / 35 / 1,320
GaMPI Meetings Exploration Conference	April 15-16	200	4 / 350 / 1,115
Conference Direct Annual Partner Dinner	May 1	164	NA
Meeting Spots	May 7	125	7 / 1,055 / 2,750
Christian Meetings & Convention Association (CMCA)	May 20-22	62	NA
Washington D.C. Roadshow	June 10	110	4 / 7,927 / 38,908
Chicago Roadshow	June 12	73	00 / 00 / 00 ¹
New York Roadshow	June 17	97	1 / 3,475 / 15,960
Colorado/Arizona Sales Mission	June 17-19	46	3 / 1,303 / 4,140
Society of Government Meeting Professionals (SGMP)	June 11-14	1,200	NA ²

Number of Meeting Client Site Visits April 20th - June 25th	35
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1 The above reflects actual leads issued prior to the end of the 2nd quarter. As the Roadshows occurred in the latter part of the 2nd quarter we anticipate the majority of our return to occur in the 3rd and 4th quarters.

2 Six potential leads for third quarter.

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CONSUMER MARKETING

Domestic Marketing Campaign

During the second quarter, the national domestic marketing campaign continued with 1,775 television commercials running, reaching 256 million impressions (422 gross rating points in the quarter). More than 5.7 million magazine inserts ran in publications such as *Parenting*, *Cooking Light* and *Martha Stewart Living* reaching a circulation of over 19.3 million in 12 titles.

A recap of 2nd quarter activities is below.

Advertising Vehicle	Impressions	Description
National Television Campaign	256 million	Ran on various national broadcast and cable networks
Regional Domestic Magazine	106 million	Ran in various national magazines targeting moms living east of the Mississippi.
Interactive Advertising	23 million	Ran search engine advertising and banner advertising on Google, Yahoo, Disney.com, Nick.com and other Web sites.
Direct Marketing	3 million	E-Newsletters went to the domestic and Florida consumer databases (approx. 1 million names)
African American Initiative	28 million	Advertising in magazines - <i>Essence</i> , <i>Ebony</i> , <i>Black Enterprise</i> and <i>Odyssey Couleur</i>
Hispanic Initiative	38 million	Advertising in magazines - <i>Selecciones</i> , <i>Latina</i> , <i>People En Espanol</i> and <i>Vanidades</i>

Diversity Initiatives

The Orlando CVB's two diversity consulting firms (African-American target & Hispanic target) are finalizing the five-year strategic plans for both target audiences and will be presenting their recommendations. 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, Machado/Garcia-Serra has assisted the Orlando CVB in reaching this audience via placement of full-page magazine advertisements within *Selecciones, Latina, People En Espanol* and *Vanidades* during the first and second quarter.

OwensMorris Communications has assisted the CVB in targeting the African-American audience in 2008 with full-page magazine advertisements during the first half of the year within *Essence, Ebony, Black Enterprise* and *Odyssey Couleur*, as well as placement in the 2nd quarter within *Rolling Out, Upscale* and *Jet* magazines.

Web Site Statistics

April-June 2008		Comparison to Goal		Comparison to Prior Year	
	Q2 2008	Q2 Goal	Variance	Q2 2007	Variance
Consumer Web site Sessions ^{1,2}	1,222,297	1,230,000	-1%	1,219,692	0%
Total Page Views ²	5,635,608	6,200,000	-9%	5,628,126	0%
Time on Site (average minutes)	7.5	8.2	-9%	7.8	-4%
Pages Viewed/Visit	4.5	4.0	12%	4.4	2%
Pages Viewed/Visit of More than 1 Page	7.0	6.7	5%	6.3	12%

1 Represents hourly unique visitors.

2 2nd Quarter sessions are basically flat and page views are down compared to goal, however they are both flat compared to 2007. Considering the current economic conditions and the fuel crisis, this is a positive.

January-June 2008		Comparison to Goal		Comparison to Prior Year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Consumer Web site Sessions ^{1,2}	2,314,324	2,500,555	-7%	2,575,873	-10%
Total Page Views ²	11,436,847	12,100,000	-5%	12,716,375	-10%
Time on Site (average minutes)	7.6	8.2	-7%	8.2	-7%
Pages Viewed/Visit	4.8	4.0	19%	4.6	4%
Pages Viewed/Visit of More than 1 Page	7.1	6.7	6%	6.6	8%

1 Represents hourly unique visitors.

2 YTD, sessions are behind due to poor first-quarter performance due to various factors including the economy, but also related to equipment/technology changes that were done early in the year.

Production

For the second quarter of 2008, the Publications & Interactive Services team successfully completed a total of 426 projects, which included 168 collateral and graphic-type projects, 244 web-related jobs and the following large projects:

- Major Upgrade to ColdFusion 8.0 and CommonSpot 5.0 with new data architecture in support of these upgrades and upcoming Destination 3000 (CRM system) upgrade
- *Meeting Planners Guide 2008-2009* – 25,000 qty
- 6 Co-op Ads for the 2008 domestic magazine campaign
- Magicard brochure for the U.S. Hispanic market – 5,000 qty
- 52-page Visitor Guide for the U.S. Hispanic market – 5,000 qty

- Domestic Direct Marketing Campaign Self-Mailer – 245,000 qty
- *Unexpected Orlando* Brochure 2008 – 350,000 qty

Everything Ink projects included:

- United Arts: publishing the May/June and July/Aug issues of *Orlando Arts Magazine*
- Greater Orlando Aviation Authority: *Orlando Arts Magazine* Events Rack Card

PROMOTIONS

Below are some highlights from our second quarter activity:

April-June 2008	Media Value	Market	Form of Media	Circulation	Impressions
Cheez Doodles (Wise Foods) – Family-themed promotion with popular snack food brand	\$319,300	U.S. National	Print/ Online/ In-store	2,525,000	6,125,000
Sunny D – Family-themed promotion tied into national mobile tour	\$104,902	U.S. National	On-pack/ Print/ Online/ P.R.	12,000,000	12,000,000
Good Housekeeping – Family-themed magazine promotion	\$100,296	U.S. National	Print/ Online	4,600,000	13,898,000
Woman's Day – Family-themed magazine promotion	\$110,817	U.S. National	Print/ Online	3,800,000	12,870,583
Parenting magazine – Family-themed magazine promotion	\$208,064	U.S. National	Print/ Online	4,150,000	24,983,000
SuperValue Stores – Family-themed promotion with group of grocery retailers	\$771,086	U.S./Regional	Print/ POP/ Online/ E-mail	37,438,656	54,976,656
Irving Stores – Family-themed promotion with popular gasoline retailer	\$129,489	U.S./Regional & Canada	Print/ Radio/ OOH/ Online	3,500,000	3,500,000
Black Diamond Cheesestrings (Parmalat Canada) – Family-themed program with popular kid's cheese brand	\$365,164	Canada	TV/Print/ POS/ On-pack/ In-pack/ Online	2,565,000	6,036,400
TOTALS:	\$2,109,118			70,578,656	134,389,639

During third quarter 2008, national promotions are in place with Land O' Lakes Cheese and Hawthorn Suites Hotels. Additionally, two regional programs in the New York/Northeast area with M&T Bank and Campbell's Soup/ShopRite have been negotiated. We are also developing statewide media promotions to support Endless Summer, in addition to executing the Orlando's Magical Dining Month program and overseeing the development of Wheel of Fortune to broadcast from SeaWorld in early 2009. Internationally, we are partnering with GMTV, the UK breakfast TV show that attracts 6 million daily viewers.

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VISITOR SERVICES

April-June 2008	Q2 2008	Q2 2007	Variance

Number of Walk-ins (Visitor Center)	26,762	29,933	(10.6%)
Phone Calls Received (Call Center & Visitor Center)	14,308	16,769	(14.7%)
E-mails Processed (Call Center & Visitor Center)	990	1,271	(22%)

January-June 2008	YTD 2008	YTD 2007	Variance
Number of Walk-ins (Visitor Center)	49,875	54,879	(9%)
Phone Calls Received (Call Center & Visitor Center)	30,829	37,669	(18%)
E-mails Processed (Call Center & Visitor Center)	2,168	2,957	(26.7%)

Walk-in guests, phone calls and e-mails are down over prior year actual. Visitor Services maintains a "frequently asked questions" page on the Web site so the reduction in e-mail is seen as a positive. We believe the decline in phone calls 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

April-June 2008		Comparison to Goal		Comparison to Prior Year	
	Q2 2008	Q2 Goal	Variance	Q2 2007	Variance
Number of Clips	601	315	90%	434	38%
Circulation	491,683,418	325,391,237	51%	502,605,605	-2%
Value¹	\$15.8 Million	\$5.6 Million	182%	\$9.8 Million	61%

January-June 2008		Comparison to Goal		Comparison to Prior year	
	YTD 2008	YTD Goal	Variance	YTD 2007	Variance
Number of Clips	920	630	46%	941	-2%
Circulation	577,044,361	650,782,474	-11%	1,185,895,716	-51% ²
Value¹	\$18.9 Million	\$11.2 Million	69%	\$15.4 Million	23%

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.

The Public Relations team capitalized on the outdoor board in Las Vegas "What Happens in Orlando Stays with You Forever" to garner traditional and social media hits. It was broadcast on 44 television stations. Key Web sites such as lasvegassun.com and orlandosentinel.com, jaunted.com and brandcurve.com with a total circulation of 2,923,929 and total ad value of \$62,779.

April-June 2008	Q2 2008
Press Tours	Results
German Press Trip – Aquatica Opening, Apr. 5, Orlando, FL	The publications hosted were <i>Frankfurter Allgemeine Zeitung</i> (national daily, circ. 380,000); <i>Kirmes & Park Revue</i> (circ. 15,000); <i>TIP</i> , an Austrian travel trade magazine (circ. 10,500); radio editor for various radio stations throughout Germany such as <i>Bayerischer Rundfunk</i> (circ. 2,000,000) and Luxembourg Radio. Articles have already resulted in <i>Frankfurter Allgemeine Zeitung</i> (April 17, 2008), <i>Kirmes & Park Revue</i> (May 2008) and <i>TIP</i> (May 2008). We also hosted several members of the UK media for dinner at Graze, including journalists from <i>Daily Star</i> (circ. 723,905); <i>The People</i> (circ. 653,909) and the <i>Daily Record</i> (circ. 394,189) and are continuing to follow up for placements in summer and fall 2008.
Adventure Press Trip Co-op with Gilbert & Manjura, Apr. 10, Orlando, FL	Florida, Georgia and Canadian publications including: <i>Athena Magazine for Women</i> (circ. 15,000); <i>Brevard County Moms</i> (circ. 28,850); <i>Forever Young</i> (circ. 278,380); <i>Jacksonville Free Press</i> (circ. 47,300); <i>Jacksonville Family Magazine</i> (circ. 25,000) and <i>The Canadian Jewish News</i> (circ. 41,196). <i>The Canadian Jewish News</i> has already featured an article on adventure-charged Orlando.
Irish Press Trip – Aer Lingus, Apr. 15-19, Orlando, FL	Hosted journalists who all write for Dublin-based publications with national readership throughout the Republic of Ireland and Northern Ireland, including: <i>The Sunday World</i> (circ. 274,143); <i>News of the World</i> (circ. 155,762); <i>Irish Sun</i> (circ. 108,783); <i>Irish Independent</i> (circ. 160,818); <i>Sunday Tribune</i> (circ. 70,192) and <i>The Mail on Sunday</i> (circ. 123,919). Placements have already appeared in the <i>Sunday World</i> , <i>News of the World</i> , <i>Irish Sun</i> , and the <i>Irish Independent</i> . The <i>Sunday Tribune</i> and <i>The Mail on Sunday</i> are due to appear in the summer/fall of 2008.
German Press Trip – Neckermann Sliding Competition, Apr. 27-28, Orlando, FL	Six journalists participated from four publications: <i>Bild am Sonntag</i> (circ. 2,123,817); <i>HR3</i> (circ. 331,000); <i>Rhein Main Presse</i> (circ. 300,000) and <i>Thomas Cook/Condor Magazine</i> (circ. 200,000). Two full-page spreads, resulting from this visit, appeared in April 2008.
Domestic/Canadian Family Press Trip, May 1-5, Orlando, FL	Participants included: <i>La Presse</i> (circ. 188,216); <i>Canadian Living</i> (circ. 541,814); orbitz.com (2,233,333 page views per month); <i>Country Living</i> (circ. 1,734,017) and a reporter representing: <i>Big Apple Parent</i> (circ. 67,950), <i>Brooklyn Parent</i> (circ. 45,000), <i>Queens Parent</i> (circ. 55,000) and <i>Westchester Parent</i> (circ. 56,000). To date, there have been two articles in <i>La Presse</i> and articles from other publications are expected later in 2008 and in 2009.
German Press Trip – Movies and Music, May 2-9, Orlando, FL	Five journalists participated from the following publications: <i>Neue Post</i> (circ. 1.2 million); <i>BZ</i> (circ. 380,000); <i>Kölner Stadt-Anzeiger</i> (circ. 400,000); <i>Badische Neueste Nachrichten</i> (circ. 200,000) and <i>Rhein-Neckar-Zeitung</i> (circ. 250,000). Two articles have already run in the <i>Kölner Stadt-Anzeiger</i> and additional results from this press trip should appear during the Summer and Fall of 2008.
Air Jamaica Press Trip, June 5-8, Orlando, FL	A total of six Jamaican consumer journalists representing top media outlets in their markets. The media group included: <i>The Sunday Herald</i> (circ. 47,000); <i>The Sunday Observer</i> (circ. 201,000); <i>The Sunday Gleaner</i> (circ. 617,000); and Television Jamaica. The Public Relations Department will follow up with the journalists for results.
PR Tradeshow/ Mission/Events	Results
Mexico Media Mission, Apr. 15-19, Mexico City	A total of 11 media appointments were conducted during the mission which included: <i>Reforma Newspaper</i> (circ. 163,000); <i>PCTV Cable Network</i> (audience 15 million); <i>Caras Magazine</i> (circ. 105,000); <i>El Universal newspaper</i> (circ. 216,000); <i>Travesias</i> magazine (circ. 55,000); <i>Destinos y Convenciones</i> magazine (circ. 8,000); <i>Travel and Leisure</i> magazine (circ. 46,500); <i>Elle</i> magazine (circ. 70,000); <i>Oz</i> magazine (circ. 20,000); <i>Blue Blanc</i> magazine (circ. 22,000); <i>TV Azteca</i> (audience 45 million). Immediate results from the mission were: <i>Reforma Newspaper</i> , article published on April 27 featuring Hotels For Kids in Orlando (Ad value: \$3,011.09); <i>Elle</i> magazine will feature Orlando's unique spa experiences, cultural activities and upscale options in the fall 2008; <i>Oz</i> magazine will feature Orlando's upscale options for the male

	consumer, including adventure experiences, upscale resorts, real estate, boat shows, and medical tourism during the summer 2008.
Brazil Visit Florida Mission, Apr. 15-19, São Paulo & Rio de Janeiro	The Orlando CVB, together with Las Vegas, co-sponsored the overall events. Events included a destination presentation, workshop, wholesaler and media dinner. Media contacts during the events included Radar Television (12 million viewers); TV Travel News (7 million viewers); Betty Abrahão & Você (1.5 million viewers); <i>Folha de São Paulo</i> (circ. 408,000); <i>Panrotas</i> (circ. 8,600); Programa Paulo Leoni (600,000 viewers); <i>Jet</i> magazine (circ. 50,000); <i>Mercado & Eventos</i> (circ. 7,000); <i>Brasilturis</i> (circ. 16,000); <i>Revista dos Eventos</i> (circ. 15,000); <i>Business Travel Magazine</i> (circ. 22,000); Diário do Turismo (28,000 page views/day); <i>Valor</i> (circ. 55,000) and Portal Radar (120,000 page views/day).
International Pow Wow 2008, May 31-June 4 Las Vegas, NV	At the tradeshow, the team exchanged information and networked with journalists from over 83 publications total. Members of the team conducted several one-on-one conversations with over 69 journalists during both of these sessions. VIP Interviews were also scheduled for Gary Sain, Jay Santos or members of the PR team at the booth, with over 12 members of the media from all regions. A total of 11 members of the Argentine media were in attendance at a breakfast introducing Carlos Gutierrez as Orlando's new representation in Argentina.
Florida Media Mission, June 3-6 and June 25-26, Miami, Fort Lauderdale, West Pam Beach and Tampa, FL	The Miami/Fort Lauderdale/West Palm Beach portion consisted of appointments with the following publications: <i>Miami Herald</i> (circ. 240,223); <i>Recommend</i> (circ. 48,195); <i>Coral Gables Gazette</i> (circ. 10,500); <i>South Florida Sun-Sentinel</i> (circ. 218,286); <i>VIVE Magazine</i> (circ. 75,000); and freelance writers Charles Passy and Georgina Cruz. The Tampa/St. Petersburg portion consisted of appointments with the following publications: <i>AAA Going Places</i> (circ. 2,544,842); <i>St. Petersburg Times</i> (circ. 288,807); <i>The Tampa Tribune</i> (circ. 192,249); <i>Senior Voice of Florida</i> (circ. 120,000); <i>Senior Connection</i> (circ. 120,000); and <i>Accent on Tampa Bay</i> (circ. 40,000).
M & C Roadshow Event, June 10, 12 & 17, Washington, DC.; Chicago, IL and New York City, NY	Hosted Media included: Washington DC (June 10) – <i>BizBash</i> Washington (circ. 18,000) and <i>USAE</i> (circ. 7,000); Chicago (June 12) – <i>BizBash</i> Chicago (circ. 18,000); New York City (June 17) – <i>Facilities & Destinations</i> (circ. 12,000); <i>Incentive</i> (circ. 65,000); <i>M&C</i> (circ. 70,022); <i>Physicians' Travel & Meeting Guide</i> (circ. 160,000); <i>Agenda</i> (circ. 70,000); <i>Successful Meetings</i> (circ. 72,050); and Rob Carey, freelancer. <i>Meeting News</i> (circ. 45,000) ran an event story on June 16. Upcoming coverage is expected in <i>USAE</i> , <i>M&C</i> , <i>BizBash WDC</i> and <i>BizBash Chicago</i> .
Chicago Media Mission/Roadshow, June 12, Chicago, IL	In conjunction with activities at the Chicago Roadshow, the Public Relations team held one-on-one media appointments with <i>Chicago Tribune</i> (circ. 541,663) and <i>Chicago Parent</i> (circ. 121,053). <i>Chicago Parent</i> is interested in attending the 2009 Family Press trip.
New York Consumer Media Event w/Members, June 17, New York City, NY	The event attracted nearly 80 media from a wide range of publications. The top ten media outlets represented included: <i>Family Circle</i> (circ. 4,298,117); Rachael Ray (2.6 million viewers daily); <i>New York Daily News</i> (circ. 735,536); <i>Budget Travel</i> (circ. 607,456); About.com (36,868,453 visitors per month); Frommers.com (1,072,745 visitors per month); <i>Modern Bride</i> (circ. 347,083); <i>Scholastic Parent & Child</i> (circ. 1,220,877); <i>Seventeen</i> (circ. 2,013,357) and <i>Cookie</i> (circ. 436,197). A variety of positive feedback and interest in the destination was received during and after the event, which will result in upcoming publicity opportunities.

Individual Press Trips to Orlando	No. of Journalists	
April 1 - June 30	36	<ul style="list-style-type: none"> • Tracy Werth, <i>Arcadia News</i> • Helen Anders, <i>Austin American-Statesman</i> • Loretta Chilcoat, <i>Baltimore Sun</i> • Melinda Nelson, <i>ESCAPE Magazine</i> • Stephen Trendler, <i>Florida Golf Central</i> • Kelly Monaghan, <i>Intrepid Travel Guide</i>

	<ul style="list-style-type: none"> • Eric Demps, <i>Jacksonville Jetsetter</i> (two trips) • Carly Redgers, JourneyPod.com • Paloma Villaverde de Rico, <i>Recommend</i> • Jason Brooks, Tee 2 Green Golf Show • Bruce Koenig, <i>Universal Life Press</i> • Kathy Barnett, <i>Weekender Magazine</i> • Kevin Hastings, <i>What's Up Shopper</i> • Sandra Chambers, <i>Wrightsville Beach Magazine</i> • David Carman, WSTU-AM • Mike Quane, <i>This Week</i> • Eileen Ogintz, takingthekids.com • Les Paul Robley, Easy Reader Publications • Maricarmen Reguero, <i>Primera Hora</i> • Zilda Brandão, <i>Mundo do Turismo</i> and <i>Mundo da Fama</i> (Brazil) • Hermina Planchart, <i>Revista Pocket</i> and <i>Jornais de Bairros Associados</i> (Brazil) • Sam Ion, Freelance (Canada) • Alejandro Coloma, TVN "Buenos Días a Todos" (Chile) • Elizabeth Mora Más, <i>El Tiempo</i> (Colombia) • Kate Perrin DeBock, NT1 (France) • Frank Lanfer, <i>Kirmes & Park Revue</i> (Germany) • Babette Seideler and Frank Klose, <i>Motorrad & Reisen</i> (Germany) • Giusy Concina and Mario Ravaccia, <i>Automagazine</i> (Italy) • Reiko Yamamoto, <i>Globetrotter Guide to Orlando</i> (Japan) • Alberto Arizcorreta, Chiloé TV (Spain) • Ashley Gibbins, <i>AllWays Traveller</i> (UK) • Brenda Birmingham, Freelance (UK) • Stuart Holden/production crew, Katie and Peter reality show (UK) • Joanne Ellis and production crew, Sky Travel (UK) • Production crew, GMTV (UK)
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TRAVEL INDUSTRY MARKETING

The Orlando CVB reinstated its representation in Argentina due to the rebound of the market. Carlos Gutierrez once again will represent Orlando in that country.

U.S. Domestic & Canadian Leisure Travel Trade Marketing

Travel Trade Activity	Date	Location	Audience
TIM Fulfillment & Tracking Develop new procedures	Apr. 1	Orlando	Retail/Home-based Travel Agents; Motorcoach & Group Tour Operators
TIM / Carlson Partnership Destination updates	May 12	Orlando	5,000 Retail Travel Agents
TIM Web Site Updates			
Motorcoach Services	Apr. 17	Orlando	Motorcoach & Group Tour Operators
Material Order Form	Apr. 23	Orlando	Retail/Home-based Travel Agents; Motorcoach & Group Tour Operators
Group Itineraries	Apr. 30	Orlando	Motorcoach & Group Tour Operators
Performance Venues	Apr. 30	Orlando	Motorcoach & Group Tour Operators
Button & Link to "Say Yes" Campaign	May 6	Orlando	Retail/Home-based Travel Agents; Motorcoach & Group Tour Operators
What's New & Photo Gallery	May 8	Orlando	Retail/Home-based Travel Agents; Motorcoach & Group Tour Operators

Broadcast E-mail	Date	Location	Audience

TIM April What's New E-Newsletter	May 1	Orlando	85,000+ Retail and Home-Based US and Canadian Travel Agents
TIM Member E-Newsletter	Jun. 16	Orlando	85,000+ Retail and Home-Based US and Canadian Travel Agents
University of Visit Florida E-Newsletter	Jun. 1	Canada	1,200 Qualified Canadian agents
University of Visit Florida E-Newsletter	Jul. 1	Canada	1,200 Qualified Canadian agents

Brochure Distribution	Date	Location	Audience
African-American Travel Conference	Apr. 8-10	Cleveland, OH	40 African-American tour companies
Travel Professionals of Color	Apr. 28	New Orleans, LA	300 minority travel agents

Global

Travel Trade Activity	Date	Location	Audience
International Pow Wow	May 31 - Jun. 4	Las Vegas	Conducted 152 appointments with international tour operator/wholesaler clients and travel industry representatives originating from 46 countries.
Sales Calls/Presentations to Receptive Tour Operators	Jun. 17-26	Miami	Conducted appointments and provided Orlando destination updates to a total of 61 management and sales staff of 19 receptive tour operators based in the Miami area.

Latin America/Spain

Travel Trade Activity	Date	Location	Audience
C&A Viagens Brazil Presentation	Apr. 10	SÃ£o Paulo	10 sales staff of Brazilian agency
Visit USA Brazil Community Mission	Apr. 14-17	SÃ£o Paulo	Mayor Dyer and Gary Sain joined CVB staff and a community delegation to Brazil. Activities included participation in tradeshow; Orlando CVB-sponsored dinner for 65 wholesalers and media representatives; and meetings with airlines and leading wholesalers.
Visit USA Seminars Mexico	Apr. 16-17	Leon & Queretaro	166 travel agents
Sky Travel Presentation	Apr. 28	SÃ£o Paulo	12 sales staff of Brazilian agency
Visit USA Seminars Mexico	May 7-8	Puebla & Veracruz	118 travel agents
Visit USA Seminars Mexico	May 21-22	Aguascalientes & San Luis PotosÃ	124 travel agents
Carrefour Viagens Presentation	May 28	SÃ£o Paulo	12 commercial managers of Brazilian agency
Visit USA Seminars Mexico	Jun. 11-12	MÃ©rida and CancÃ³n	141 travel agents
Visit USA Seminar Mexico	Jun. 26	Morelia	64 agents

Europe

Travel Trade Activity	Date	Location	Audience

Sunway Holidays Presentation	Apr. 2	Dublin, Ireland	11 reservation agents
IMEX (International Meeting & Incentive Travel Exhibition)	Apr. 22-24	Frankfurt, Germany	Exhibited within Florida stand at tradeshow. Conducted 13 business appointments with meeting and incentive planners, resulting in 23 leads.
Neckermann European Sliding Competition	Apr. 25-28	Orlando	Community hosted a delegation of 192 German contestants and their families for a special water slide competition held in conjunction with SeaWorld's Aquatica opening. Organized by German tour operator, Neckermann Reisen, and promoted through <i>Bild am Sonntag</i> newspaper.
VISIT FLORIDA/Worlds of Discovery UK Super Fam	Apr. 22-25	Orlando	53 British travel agents
DERTOUR Destination Special	May 8-12	Orlando	113 travel agents and representatives of DERTOUR German tour operator participated
UK/Ireland Sales Calls	May 11-18	London & Dublin	Jay Santos and Peter Cranis joined CVB's UK representative for sales calls to nine tour operators and industry partners in London, as well as to two operators and AerLingus representatives based in Dublin.
Travel City Direct Presentation	May 12	Blackpool, UK	12 reservation staff
Travel Agent Roundtable Presentations	May 19	Hannover, Germany	100 travel agents
Bon Voyage Travel Presentation	May 21	Southampton, UK	9 reservation staff
Jetset France Roadshow	May 20-29	Lyon, Bordeaux, Strasbourg & Nice, France	Orlando CVB was represented at French tour operator, Jetset's, annual roadshow featuring U.S. destinations. Approx. 200 travel agents attended in total.
Jetlife Presentation	Jun. 10	London, UK	8 reservation staff
Major Travel/American Airlines UK Fam Tour	Jun. 12-16	Orlando	6 travel agents
British Airways Holidays Presentation	Jun. 16	London, UK	100 reservation staff
French NetManager Show	Jun. 23	Miami	Attended networking event with 80 leading French tour operators, travel agencies and travel industry representatives.

Other Regions

Travel Trade Activity	Date	Location	Audience
China Fam Tour	Apr. 10-11	Orlando	10 Chinese guests included travel agents and representatives of Continental Airlines and Marriott International.
Qwest Destinations Sri Lanka Fam Tour	Apr. 10-18	Orlando	Hosted 30 travel agents of Sri Lankan tour operator

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COMMUNITY RELATIONS/PUBLIC AFFAIRS

Presentations were made to 9 groups with a total audience of 368, including Rosen College - Destination Marketing, Winter Haven Leadership Class, Leadership Orlando - Economic Leadership Session, Rosen College - Tourism Class, Leadership Orlando - Arts & Culture, JetBlue Planners Retreat, Greater Orlando

As part of the CVB's Diversity Initiative the Orlando CVB participated in the Hispanic Business Expo, the Asian-American Chamber Member Appreciation Mixer, the African-American Chamber of Commerce's M-Powerment Luncheon, Juneteenth Celebrations & Health Fair, the 100 Black Men of America National Conference, the NAACP Florida State Conference and the 100 Black Men of America State Chapter.

CVB team members met with Robin Smythe and Sean McNamera of Central Florida News 13 and Susan Larkin of WDBO 580 AM to secure regular Tourism Media Spots. As a result of these meetings a regular tourism spot on News 13 called "A Few Minutes with Gary Sain" was secured; three shows have already aired. Follow-up continues with WDBO.

The 25th Annual National Tourism Week was celebrated by the Orlando CVB with activities targeted to local media, Orlando CVB members, customs/TSA/Airport personnel, elected officials, community leaders and local residents. The goal was to increase awareness about the industry and have one event each day of the week. The theme for National Tourism Week was to Discover Great American Traditions. Orlando was proclaimed a "Great American Tradition" for travel since it is now the most visited destination in the nation. The progression and evolution of the tourism industry over the years was recounted. Partnerships and participation in messaging this theme and goal with other entities included VisitFlorida, FACVB, Travel Industry America and Orlando CVB's corporate Web site tie in with AOL promotion.

Some highlights of the week included a special National Tourism Week Official Visitor Center program with prize giveaways, special guest appearances and special values for Florida residents; the *Orlando Sentinel's* publication of "My Word" column by Mark McHugh; production of public service announcements for the I-Drive 5K Run and National Tourism Week Official Visitor Center program in English and Spanish that aired on Orange TV, Fox Local TV, Bright House, Telemundo, Univision and La Nueva Mega FM Radio; a National Tourism Week reception held at CityArts Factory with Samantha Brown from the Travel Channel; National Tourism Luncheon; National Tourism Week Special Newsletter; distributed Thank You posters displayed at Orlando International, Orlando Executive and Orlando Sanford airports for TSA and custom employees; mailed out Community Brief outlining the National Tourism Week activities to elected officials, community leaders and partners; delivered "Say YES to Tourism" cakes to elected officials and partners at Orange County, City of Orlando, EDC, Orlando Regional Chamber of Commerce, Orlando International Airport, Orlando Executive Airport, Orlando Sanford Airport, United Arts and the Disney's National Entrepreneur Center, the Hispanic Chamber and the African-American Chamber of Commerce; Mayor Crotty presented a proclamation received by the Orange County Board of County Commissioners during the National Tourism Luncheon and promoted National Tourism Week with ORCC First Monday, EDC's *Texture* magazine, *Orlando Business Journal*, *Florida Trend* and the *Orlando Sentinel*.

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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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