

Strong Start to 2022, as March Sets TDT Record

Overcoming a national surge in omicron cases in early January, travel to Orlando bounced back in a big way to finish the quarter.

Elevated hotel demand and average daily rate pushed Tourist Development Tax revenue to our best February on record, and a strong spring break season led to March's TDT (\$38.5 million) shattering the all-time high for any month (\$31.2 million in March 2019). Seat capacity to Orlando International Airport — now the world's seventh busiest — continued to exceed pre-pandemic levels, and industry employment improved to 90% of February 2020 numbers. The much-anticipated Steinmetz Hall also opened at the Dr. Phillips Center for the Performing Arts, bringing even more jobs and world-class cultural experiences to our destination.

At Visit Orlando, this year's strategies and tactics to market, sell and promote our destination are being guided by our 2022 business plan, the first installment of our three-year strategic plan.

In marketing, our global "Wonder Remains" campaign kicked off its second year. In addition to targeting core North American markets, we partnered with Brand USA to provide greater exposure in the UK, Mexico and, for the first time since the pandemic, Brazil. Our publicity and travel industry sales teams took a "boots on the ground" approach to rebuilding key relationships across the U.S., Mexico, Canada and Brazil, and we hosted 17 journalists and influencers to spread the word about what's new in Orlando for 2022.

On top of these efforts, we rebooted our innovative "Alexa, Launch Visit Orlando" campaign with Tripadvisor, established a diverse network of locally based content creators on social media, flew down a family of 50 from New Jersey to celebrate Walt Disney's 50th anniversary (as part of our "Most Magical Gathering" contest), and launched a new vacation planning service that offers free, 1-on-1 virtual sessions with our team of vacation experts.

In meetings and conventions, our sales team secured future bookings with the potential to bring over 358,000 attendees and \$849 million in economic impact. And our newly reimagined destination experience team is connecting meeting planners and attendees with a world of off-site opportunities at member companies throughout our destination.

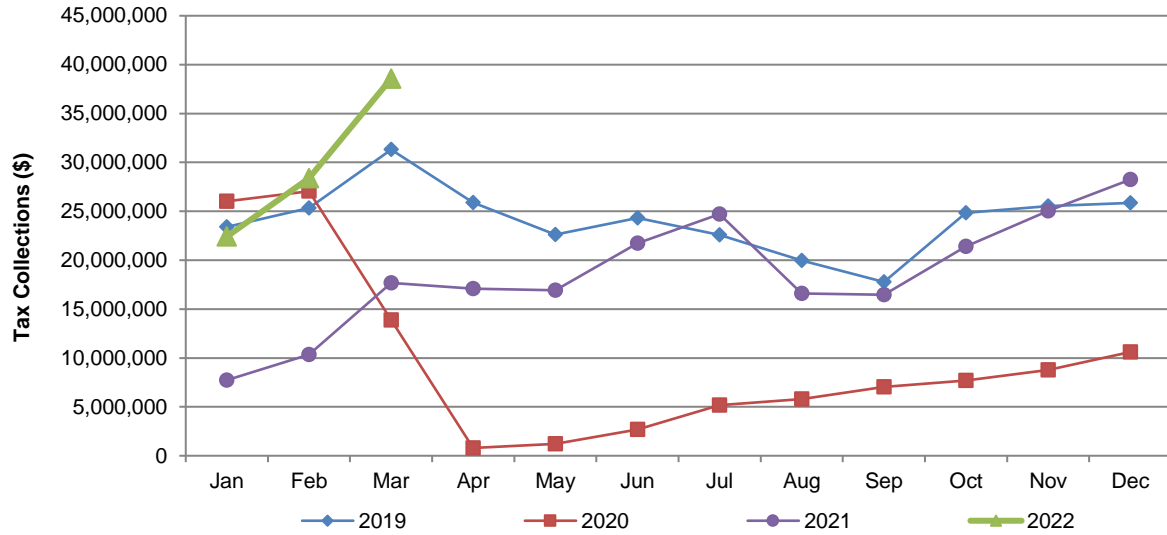
Looking ahead, Visit Orlando is thrilled to be hosting IPW, the world's largest inbound travel trade show, June 4-8 at the Orange County Convention Center. More than 4,500 attendees from 70 countries are expected to attend, generating over \$400 million in economic impact.



Casandra Matej
President & CEO

INDUSTRY PERFORMANCE

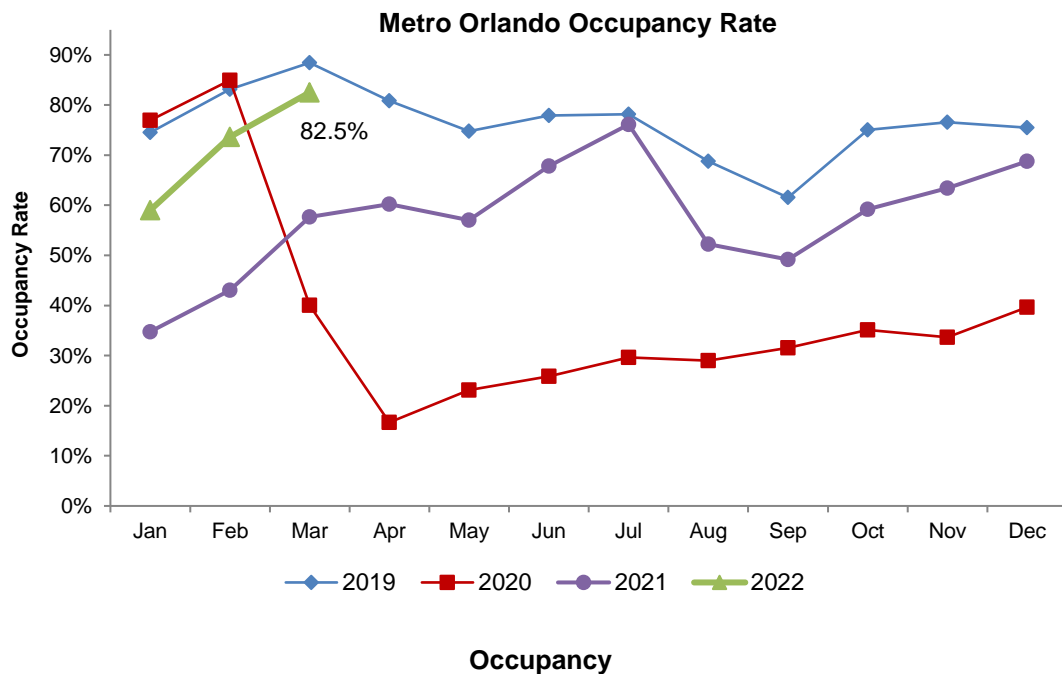
Orange County Tourist Development Tax Collections



Source: Orange County Comptroller's Office

Metro Orlando Lodging Indicators

The following data are based on monthly results released by STR. Please note that STR information does not include Disney-owned and -operated hotels, nor does it include the short-term rental of alternative accommodations such as timeshares and vacation homes.

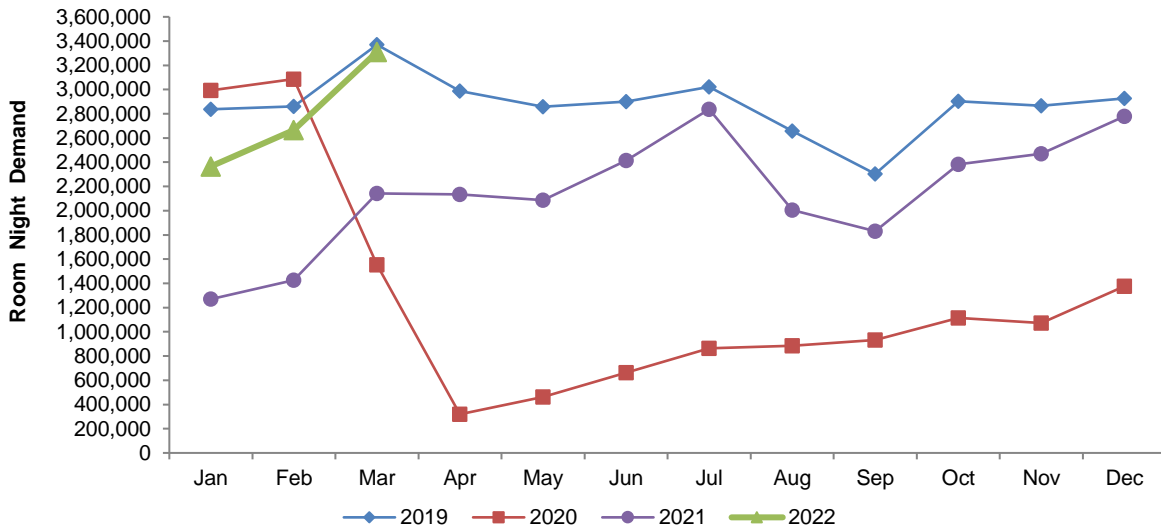


	Q1 2022	Year to Date
Orange County	72.9%	72.9%
Metro Orlando	71.7%	71.7%
National	56.2%	56.2%
Florida	73.5%	73.5%

Average Daily Rate

	Q1 2022	Year to Date
Orange County	\$167.00	\$167.00
Metro Orlando	\$156.67	\$156.67
National	\$137.13	\$137.13
Florida	\$208.56	\$208.56

Metro Orlando Room Night Demand



Metro Orlando Room-Night Supply & Demand (in thousands)

	Q1 2022	Year to Date
Supply ¹	11,639	11,639
Demand ²	8,342	8,342

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

VISIT ORLANDO ACTIVITIES

GLOBAL MARKETING

United States Marketing Campaign

Our domestic Wonder Remains 2022 campaign launched in early January with paid search and paid social, followed by digital display and streaming TV/online video in February to capture winter travel demand and promote Florida resident deals. Approaching the March spring break travel season, we shifted the campaign into high gear by adding broadcast TV and out of home (OOH) ads to secure short-term bookings and plant the seed for summer travel. Paid search and social ran nationally, with digital display appearing east of the Mississippi River; both targeted travel intenders interested in Florida. Our target out-of-state media markets for TV and OOH were New York City, Philadelphia, Boston, Chicago, Dallas, Houston, Charlotte and Atlanta. Through Q1, the campaign delivered 423 million impressions and produced more than 2.6 million web sessions to VisitOrlando.com, while influencing 268,001 Orlando hotel searches and resulting in an estimated \$46 million in visitor spending.

To continue inspiring conversations about Orlando's noteworthy neighborhoods, we re-activated our "Alexa, launch Visit Orlando!" branded voice program with Tripadvisor, which originally debuted in the fall. This campaign, Feb. 1 through March 15, delivered 10.7 million impressions and continued to show great results. On average, users spent over one minute on each of the five neighborhoods promoted (I-Drive, downtown, Winter Park, Winter Garden and Lake Nona). Our custom content, co-branded with Tripadvisor, also registered 38,699 clicks, a 34% increase in engagement over the fall campaign.

Canada Marketing Campaign

As Canada continued its recovery phase, our Wonder Remains campaign focused on Ontario. Digital media efforts began in January, with paid search and paid social; however, with Canadians still hesitant about traveling to the U.S., we pushed back our multimedia campaign launch with TV and out of home to April, choosing instead to focus on the summer travel season. Key messages included outdoor adventures and destination safety measures. In the first quarter, the campaign delivered 42 million impressions and over 239,000 web sessions while influencing 4,365 hotel searches for Orlando.

United Kingdom Marketing Campaign

In partnership with Brand USA, our Wonder Remains campaign in the UK kicked off in January and targeted families during a key booking timeframe; it will continue to run through the first half of the year. Through paid/boosted/organic social media, digital display, search engine marketing and CRM efforts, we delivered news on the destination to create the urgency to travel. These campaign tactics showed positive results in all key metrics, including surpassing social media engagement and CRM goals. In the first quarter, the campaign delivered over 104 million impressions and 230,739 web sessions.

Mexico Marketing Campaign

"Las Sorpresas te Esperan" campaign, in partnership with Brand USA, targeted families and adults

without children, kicking off in mid-February with TV, digital, paid/boosted/organic social media, search engine marketing and CRM. These integrated channels provided engaging information on the destination and directed customers to dedicated pages within VisitOrlando.com. The campaign delivered 58.7 million quarterly impressions and 413,584 web sessions, surpassing expectations in both categories.

Brazil Marketing Campaign

After two years of minimal activity in the market, Visit Orlando and Brand USA returned to Brazil with an integrated campaign that included digital display, paid/boosted/organic social media, search engine marketing and CRM. The campaign delivered 39 million quarterly impressions and 116,265 web sessions, producing excellent results for content engagement.

Advertising Campaigns	Impressions	Description
United States	423,039,265	TV, Paid Search, Paid Social, Digital Display, Outdoor
Canada	42,375,398	Paid Search, Paid Social, Digital Display
Brazil	39,011,766	Paid/Boosted Social, Digital Display, SEM
Mexico	58,709,259	TV, Paid/Boosted Social, Digital Display, SEM
United Kingdom	104,165,051	Paid/Boosted Social, Digital Display, SEM

VisitOrlando.com

January - March	Q1 2022	Year to Date
Monthly sessions	5,231,579	5,231,579
Total page views	8,392,836	8,392,836

E-newsletters

Market	Delivered	Open Rate	Click To Open Rate
United States consumer*	4,265,907	23.2%	1.4%
Florida consumer	762,706	29.8%	1.5%

*Florida data not included in US. All data includes deployments to engaged and unengaged audiences.

Content

Visit Orlando's editorial content team wrote 20 blogs that supported the following Q1 marketing initiatives on the consumer website: springtime and holiday visitation; vacation planning; Black History Month;

events at Camping World Stadium; and new reasons to visit, including Peppa Pig Theme Park and *Star Wars: Galactic Starcruiser*. On the meetings website, we generated content on Steinmetz Hall, theme park events and leisure travel. These efforts were supplemented by four new landing pages, 80 updated landing pages, 14 e-newsletters and 699 event listings.

Social Media

Daily content on all social media channels, including emerging platforms (Pinterest, YouTube, TikTok), was consistent with our highest engagement levels since the start of the pandemic. Paid social media initiatives started internationally in the UK, Canada, Brazil and Mexico. Engaging with countries that can travel to Orlando now has proven successful, with initial performance outpacing predictions.

January - March	Q1 2022	Year to Date
Paid + organic Impressions (Facebook)	258,159,923	258,159,923
Visit Orlando blog (Total Page Views)	2,037,838	2,037,838
Visit Orlando followers (Facebook, Twitter, Instagram, YouTube, Pinterest, TikTok, LinkedIn)	45,705 new	2,119,245 total

Convention Marketing Update

To maintain Visit Orlando’s position as America’s top-ranked convention destination — and to continue growing our group leads for both citywide and in-house meetings — two convention trade media campaigns targeted planners in the U.S.

For the destination and cooperative media campaigns, we utilized trade and non-trade media outlets, reaching meeting planners through digital display, video, emails, print advertisements and paid social. The campaign provided destination-wide exposure that covered air travel, lodging, the Orange County Convention Center, restaurants and attractions.

The destination campaign started in January with paid search, with other key tactics dialed in throughout the quarter. To date, both campaigns have delivered 2.81 million impressions and produced more than 47,000 web sessions to OrlandoMeeting.com

Unique opportunities to highlight our destination included:

- Key trade show marketing efforts such as a Visit Orlando mobile truck billboard in Las Vegas during PCMA Convening Leaders; as a top-level sponsor of the event, Visit Orlando received strong branding and stage time.
- Paid social media on LinkedIn to target meeting planners.

- Search engine marketing campaign targeting those actively searching for venues in Orlando, including meeting spaces, hotels and trade shows.

Visit Orlando's owned channels, including our Meetings Insider newsletter, continued to be deployed monthly to over 25,000 subscribers, and monthly posts on OrlandoMeeting.com provided real-time destination updates. Additional touchpoints included customized delegate sites, destination videos, active engagement on LinkedIn and Twitter, and sales support through presentations and business proposals created for large industry events. Clients booked at the OCCO were provided destination assets such as video, copy, images and online resources. Customized videos with personalized messages from senior management were also provided to clients upon request.

GLOBAL COMMUNICATIONS

Publicity

With the world continuing to move toward recovery from the pandemic, a key strategy for the public relations team for 2022 is to meet in person with media contacts in key markets. In Q1, the team participated in media events in the UK, Mexico and New York, resulting in 110 meetings with journalists to lay the groundwork for coverage throughout the year. To generate positive publicity through third-party endorsements, we hosted 17 journalists and influencers from markets that included Houston, New York City, Chicago and Atlanta.

In the first quarter, Visit Orlando launched two new tools to help educate consumers and travel professionals on planning Orlando vacations:

- Vacation Planning Services: To support the launch of customized vacation planning services, we secured spokeswoman and travel expert Emily Kauffman (aka The Travel Mom) for a regional TV tour. As a result, 14 interviews aired in key regional markets, reaching an audience of more than 250,000, with additional coverage on websites and in other media outlets. In addition, The Travel Mom promoted Orlando in a [Good Morning America](#) segment on top travel destinations.
- Orlando Travel Academy: To support the relaunch of our Orlando Travel Academy, the team developed a press release and pitched travel trade media in key markets, resulting in 17 stories in seven countries, highlighting the benefits of the new learning tool.

Leisure publicity, both in the U.S. and internationally, focused on new reasons to visit in 2022, within the theme parks and beyond. Major U.S. media coverage included a syndicated Orlando feature in [Tribune newspapers/MSN](#), as well as stories in [Southern Living](#), Yahoo, Matador Network, New York Times, Newsday, US News & World Report, Timeout, Washington Post and [The Points Guy](#). In the key markets of Brazil and Mexico, the team secured more than 25 stories on new experiences in Orlando for 2022, including coverage in [Forbes Life](#) and [El Spectador](#).

We also continued to maximize partnership opportunities, working with VISIT FLORIDA to bring Simon Calder, a journalist from UK-based The Independent, to Orlando. The Independent is one of the top daily newspapers in the UK and reaches 54 million monthly online subscribers. Calder's visit resulted in a [feature-length article](#), 30-minute video and five other stories in which he explored many of Orlando's top hotels, theme parks, museums, restaurants and attractions. The UK is our largest overseas market and newly reopened for travel to the U.S., so this coverage was perfectly timed to reach Brits who are planning their 2022 travel.

To raise awareness about the power of travel and tourism in our community, Visit Orlando pitched local media monthly insights related to Tourist Development Tax collections, resulting in consistent coverage that highlighted the current state of our industry and forecasts for the future. Coverage included stories in WMFE, the Orlando Business Journal, Orlando Sentinel and all local TV news stations. We also consistently provided interviews and statements related to expectations ahead of key seasonal events like [spring break](#).

Meetings & Conventions Publicity

Coverage was secured around Visit Orlando's participation in the PCMA trade show, insights on the outlook for the meetings industry, new developments for meetings in the destination and several features, including a profile on President and CEO Casandra Matej for [Trade Show News Network](#). A story in Corporate & Incentive Travel magazine included a quote from a client noting: "Orlando simply checks all the boxes for our conferences."

Local Stakeholder Communications: Community, Legislative, Industry

Visit Orlando's weekly Tourism Matters email reached thousands of industry and community leaders with organizational updates and the latest destination news. President and CEO Casandra Matej held several meetings across the region with business leaders, member companies, partner organizations, elected officials and area residents. In January, Visit Orlando staff traveled to Tallahassee alongside CFHLA, FRLA and other industry partners for our annual Legislative Days activities, and 150 attendees joined us at SeaWorld Orlando's Ports of Call for a national legislative update in conjunction with the U.S. Travel Association and Experience Kissimmee. Our executive team and other staff members also connected with a wide range of stakeholders through speaking engagements to multiple groups, including:

- PCMA Convening Leaders
- National Fisheries Institute
- International Drive Resort Area Chamber of Commerce
- U.S. Travel Association
- Maritz Global Events
- NKBA Women in Network mentoring program

- Connect DTO
- MPI Greater Orlando
- Tourism Orlando
- Hilton Global Sales
- HSMAI Central Florida

MEMBER RELATIONS

During the first quarter, we worked with current member companies to renew their 2022 memberships and also secured 81 new memberships.

The membership team began the year focused on delivering relevant training and educational opportunities for members in the attractions, accommodations and dining sectors. During our Industry Insight forums, we updated them on important trends and facilitated group discussions on issues impacting their businesses. We also delivered monthly Member Orientations, a Power Hour lunch and two networking Member Meetups with team members from destination experiences, meetings and conventions, and market research and insights. During the first quarter, we hosted over 360 participants at a dozen member events.

The Member Connect portal was enhanced with co-op buildouts on the Marketplace, which allows members participating in advertising opportunities to easily share their files with Visit Orlando. We also added Tripadvisor IDs to all applicable member listings to be ready for the launch of this new feature on the consumer, meetings and Visit Orlando Magical Dining websites. The rollout of a new asset release form also began for all member-submitted images and videos, allowing us to request usage rights up front for various media platforms like Visit Orlando channels, news media and third parties. Thanks to this new process, member companies can gain higher levels of exposure in a quicker, more seamless way.

CONVENTION SALES & MARKETING

Visit Orlando secures two types of meetings and convention business: at the Orange County Convention Center (aka “citywide”) and at Orange County hotels (aka “in-house”).

M&C Sales Performance

- **Citywide:** The sales team secured future meetings and conventions with an estimated 257,070 attendees for the Orange County Convention Center, which will generate \$659 million in economic impact.
- **In-House:** The sales team secured future meetings and conventions with an estimated 101,270 attendees for Orange County hotels, which will generate \$170 million in economic impact.

Citywide Production

January - March	Q1 2022	Year to Date
Future attendance ¹ secured	257,070	257,070
Estimated room nights ²	141,400	141,400

¹ Future attendance based on number of delegates at a meeting or convention's most recent event.

² Estimated room nights = attendance multiplied by average length of stay (2.2 nights)

In-House Production

January - March	Q1 2022	Year to Date
Future attendance secured	101,270	101,270
Hotel room nights	216,450	216,450
Hotel leads	1,240	1,240

Citywide Sales Key Bookings

Key bookings at the Orange County Convention Center in the first quarter include:

- Premiere Orlando: 60,000 attendees, June 2025 & May 2026
- National Baptist Convention USA.: 25,000 attendees, September 2029
- American Dental Association: 20,000 attendees, October 2023
- Mecum Auction: 15,000 attendees, July 2022
- Western Governors University: 12,000 attendees, November 2022

Hotel Key Bookings

Key in-house hotel bookings in the first quarter include:

- Citadel: 13,707 total room nights, December 2022
- Pegasystems: 9,230 total room nights, January 2023
- Ernst Young: 6,400 total room nights, March 2023
- NextGen Healthcare Information Systems: 6,136 total room nights, November 2023
- Allergan USA: 5,701 total room nights, January 2025

Direct Sales Activities

Activity	Total Number	Total Participants
Trade shows	5	527
Missions	0	0
Client Events	3	173
Site Visits	45	124

Destination Meeting Services

The destination services team conducted 27 client site visits and client meetings in the first quarter, as well as nine member site visits and member meetings.

January - March	Q1 2022	Year to Date
Service Leads Issued ¹	169	169

¹ Lead is where the client has asked us to submit their information to our members. It is then up to the member to respond with their proposal directly to the client.

TRAVEL INDUSTRY SALES

Travel Industry Sales launched 2022 with an all-new, best-in-class e-learning program, the Orlando Travel Academy, which provides state-of-the art training curriculum with resources from Visit Orlando's members, all designed to help worldwide travel professionals sell more Orlando vacations. The Orlando Travel Academy is now available on desktop and through a mobile app in English, Spanish and Portuguese. Over 1,000 graduates have completed the course.

The team participated in Florida Huddle alongside our statewide partner, VISIT FLORIDA. Collectively, over the two-day trade show, 60-plus appointments were conducted with tour operators from the U.S., UK, Germany, Brazil, Mexico and Canada. In addition, Visit Orlando partnered with over 25 members to host an international appreciation event. Global and domestic attendance was strong, connecting with upward of 100 travel industry sales professionals, as well as meetings industry clients.

Domestic trade efforts included launching the Orlando Trusted Expert Program with AAA, which combines the virtual learning programs from Visit Orlando and Orlando's top theme parks with topical selling webinars and live training initiatives. Over 400 travel advisers have enrolled. In addition, the team conducted virtual training presentations during the AAA annual Marketplace Travel Event, attended by thousands of consumers and travel agents from the Northeast.

Visit Orlando's webinars were well attended. The team took part in Inteletravel's 2022 launch, sharing all that is new for '22 to over 1,300 advisers. Inteletravel network spans the United States and Canada, with over 20,000 agents.

To strengthen LATAM efforts, Visit Orlando joined VISIT FLORIDA in a destination pavilion at the ANATO trade show (Association of Colombian Travel Agencies), the leading tourism event in Colombia. The event took place in Bogota and included over 700 exhibiting companies and more than 26,700 industry professionals. Visit Orlando conducted one-on-one appointments with tour operators, airlines and travel advisers to further strengthen the Colombian market's support of Orlando.

In collaboration with GOL Airlines, Visit Orlando and our theme park partners conducted an online seminar for over 300 Brazilian travel advisers to promote a new direct flight from Brasilia. The first flight will occur May 13 and feature a welcome event at Orlando International Airport. GOL is Brazil's largest domestic airline and a leader in the corporate and leisure segment.

Visit Orlando partnered with Disney Destination Sales to conduct a LATAM Pan Regional virtual event promoting Disney's 50th anniversary, the Orlando Travel Academy and what's new in Orlando.

In the UK, a strong peak-booking period has kept our trade partners busy since the beginning of the year. Bookings to Orlando are generally exceeding 2019 levels, and these positive results mean opportunities for training will advance into H2.

Visit Orlando established a new relationship with The Advantage Travel Partnership. This consortium model is now the UK's largest independent travel agent group, consisting of over 350 agencies, all independently owned. Efforts for training and plans for a retail, in-market activation are underway for Q2.

North America specialist USAirtours has adapted its distribution model, with a greater focus on remote workers. To support this, Visit Orlando delivered destination training webinars to the USAirtours team along with an incentive booking competition for completion of the Orlando Travel Academy.

Planning for IPW 2022

Finally, the travel industry team — in conjunction with marketing and events — is well underway with plans to deliver an exceptionally orchestrated and innovative IPW 2022, June 4-8 at the Orange County Convention Center. Think of IPW as the Super Bowl of the global travel industry, with an estimated 4,500 delegates from 70 countries, including 500 journalists and 1,300 buyers. The event traditionally generates \$5.5 billion in future travel to the U.S. and over \$400 million in future economic impact to the host city.

The Visit Orlando IPW Member Village (exhibition booth) is near capacity, and both buyer and press tour sign-ups are strong. To boost delegate registration, LATAM teamed up with U.S. Travel and held a series of webinars from Brazil, Mexico and Pan Regional. In partnership with the U.S. Travel Association, we

also conducted two pre-promote IPW webinars that showcased what's new and previewed the even schedule; upward of 175 operators were in attendance, spanning European and Asian markets.

January - March	Q1 2022	Year to Date
Travel professionals trained (in-person and online)	3,673	3,673
Travel professional sales calls	176	176
Travel professional events (trade shows, missions, destination orientations)	3	3

Visit Orlando
Results of Operations
For the Three Months Ending March 31, 2022

	<u>First Quarter</u>	<u>Year-to-Date</u>
Revenues		
Tourist Development Tax	23,893,261	23,893,261
Expenses		
Domestic Marketing	8,896,441	8,896,441
Convention Sales	1,757,186	1,757,186
Public Relations	337,553	337,553
Client Member Services	149,923	149,923
Market Research and Insights	101,863	101,863
Visitor Services	101,504	101,504
Administration	1,051,813	1,051,813
Total Expenditures	<u>12,396,283</u>	<u>12,396,283</u>