

**IT ALL  
BEGINS  
WITH  
YOU**

*Visit***Orlando.**  
2022 MEMBERSHIP BROCHURE



ACCOMMODATIONS



ATTRACTIONS & ACTIVITIES



CONVENTION SERVICES



DINING



RETAIL



TRANSPORTATION



VISITOR & PROFESSIONAL  
SERVICES



CULTURAL NON-PROFIT



NETWORKING

# WHO IS VISIT ORLANDO?

Visit Orlando is The Official Tourism Association® of the most visited destination in the U.S., marketing and selling Central Florida as a convention and tourism destination to the world. Becoming a member connects you and your business to the hospitality industry in an unparalleled fashion. As a member, you will be provided with essential resources designed to help keep your company a top consideration with millions of visitors who journey to Orlando each year. It's all about connections, and it all begins with you.

## MISSION

Inspire, promote and grow global travel to Orlando for economic and community benefit.

## VISION

To be the most visited, welcoming and inclusive travel destination in the world.



## A WORD FROM OUR CEO

*“Our member businesses are at the heart of what makes Orlando the most visited destination in the United States. At Visit Orlando, we value our members, their support and partnership, as together we tell Orlando’s story and elevate tourism in our community.”*

Casandra Matej, President & CEO Visit Orlando







# BE PART OF ORLANDO'S DIVERSE STORY

Join Visit Orlando  
and help us  
celebrate our  
uniqueness.  
**TOGETHER.**



# BE A MEMORY MAKER

You are part of The City Beautiful – which includes amazing theme parks, cultural sites, world-renowned dining and entertainment, the second-largest convention center in the U.S., and so much more. Orlando is where memories are made – and that is fueled by all of us. We are the heart of hospitality. And when you become a member, your business becomes one more reason to choose Orlando.

**Over 75 million visitors  
make their way to Orlando  
each year.**

\*Data from 2019





## Make a difference locally.

Visit Orlando's mission is to inspire, promote and grow global travel to Orlando for economic and community benefit. When fully operational, Orlando tourism supports 463,000 jobs (41% of the workforce), pays \$21.3 billion in compensation, generates \$75.2 billion in economic impact, and provides \$5.8 billion in local and state tax revenue. Taxes from tourism help pay for programs important to all Floridians including arts & culture, schools, infrastructure and public safety.







**LET US  
HELP YOU  
SHARE  
YOUR  
STORY**

Join Visit Orlando  
and experience  
an **INSPIRED  
PARTNERSHIP.**

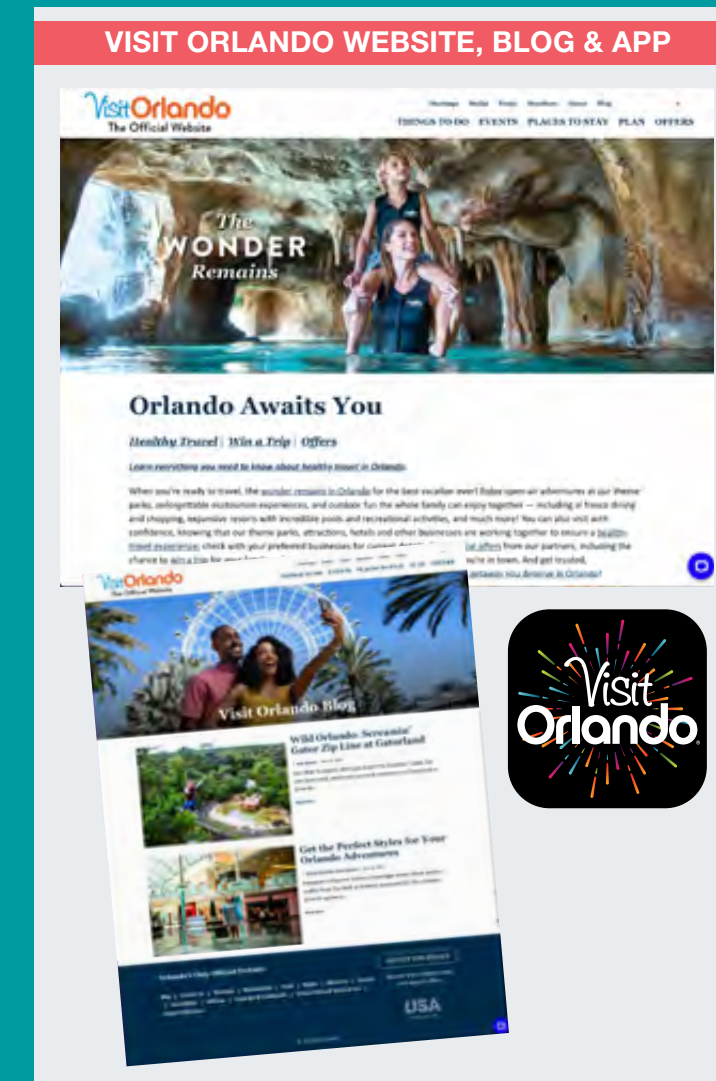


There are many ways that visitors and planners learn about you, and first impressions matter. So do second, third and fourth.

Visit Orlando membership offers tools that help showcase you to the world no matter how the world engages with us: websites, the destination app, newsletters, blog posts, social media, and more. Our content is about you. And your unique content creates a stronger story for us to tell, helping us achieve our vision of being the most visited, welcoming and inclusive travel destination in the world.

## KEY MARKETING ELEMENTS

- VisitOrlando.com
- VisitOrlando.com/members
- Visit Orlando App
- Visit Orlando Blog
- Member Newsletter
- Social Media Outlets
- Public Relations
- Media Relations
- Advertising Campaigns
- Event Sponsorships



CONTACT US TO BEGIN YOUR MEMBERSHIP TODAY!  
join@VisitOrlando.com • 407.354.5505



# SUCCESS DOESN'T COME TO YOU

**YOU go to it\***

\*Marva Collins, American educator

## VISIT ORLANDO GOALS

By the end of 2024, we will  
achieve 80 million annual visitors  
and generate 40 million annual  
room nights.







## You get more than membership.

The benefits of joining this dynamic group go beyond website listings. From online resources to in-person connections, the more effort you put in, the greater the return.





# Let us serve as your Connector, Educator, and Champion.

You will be connected to vital tools in the hospitality industry that can't be found anywhere else. Helpful resources will be at your fingertips. The team at Visit Orlando is focused on serving you.

## VISIT ORLANDO SUPPORTS our diverse membership by serving as your:



Connector

Building bridges to foster mutually beneficial business relationships



Educator

Delivering industry news and information, professional development programs, and marketing support



Champion

Creating resources to help our members grow and succeed

# MEMBERSHIP BEGINS WITH YOU...

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## BE CONNECTED

- Receive business leads and referrals
- Membership Directory access with contacts for over 900 member organizations
- Connect internally to Visit Orlando teams to showcase your business
- Special invitations and rates to all Visit Orlando member networking and Signature Events

## BE SEEN

- Web listings on Visit Orlando sites reaching consumers, meeting professionals and groups
- Opportunities to participate in Tradeshows, Sales Missions, FAM tours, and Marketplaces
- Marketing opportunities from domestic and international media including social media and blogs
- Participate in co-op advertising campaigns
- Share your Offers with consumers through multiple targeted programs

## BE INFORMED

- Executive research summaries, market updates, visitor profiles, and group resumes of city-wides
- The only 24-month rolling Convention Calendar with contact information
- Receipt of weekly Member Insider and Tourism Matters Newsletters
- Special pricing for Visit Orlando Power Hours, Industry Round Tables, Signature Luncheons and more

## BE SUPPORTED

- Dedicated Member Engagement Manager and Member Hotline
- Orientations and one-on-one walk-throughs of benefits
- Online self-service training and tutorials
- Support from your peers on the Membership Committee
- A network of Visit Orlando team members ready to assist you!

*Benefits are based on member type and are subject to change*

For a complete list and more detailed explanation, please refer to the included membership benefits sheet.



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[join@VisitOrlando.com](mailto:join@VisitOrlando.com)  
407.354.5505

[members.visitorlando.com](https://members.visitorlando.com)  
  @vomembers



VisitOrlando®





# TOP REASONS TO JOIN...

- **MAKE VALUABLE CONNECTIONS  
ACROSS THE INDUSTRY**

You and your team can access the Membership Directory which provides decision maker contact information for over 900 member organizations.

- **HAVE KEY DATA AND TRENDS  
AT YOUR FINGERTIPS**

Through Member Connect, the members-only portal, you will learn the ins and outs of Orlando tourism by accessing executive summaries, visitor profiles and market updates created by the Visit Orlando Market Research & Insights Team – perfect for budgets and monthly reports.

- **FORM RELATIONSHIPS  
THROUGH NETWORKING**

You'll be invited to monthly networking events at special member pricing. Power Hour Lunches, Member Meet-Up Happy Hours and Signature Events will help you generate new ideas for success while meeting your industry colleagues.

- **YOU HAVE A FRIEND IN US!**

While the entire Visit Orlando staff is here for you, your dedicated Member Engagement Manager will serve as your personal contact at Visit Orlando and help you navigate your benefits to get the most value out of your membership. And we'll be on-site at events, along with the Membership Committee, to help you make connections.

- **USE THE CONVENTION CALENDAR  
TO FIND NEW BUSINESS**

Our member-exclusive, regularly updated Convention Calendar provides details on definite bookings for the next 24 months - including meeting planner contact information, dates and expected attendance. Yes, it's exportable!

- **KEEP UP TO DATE ON INDUSTRY NEWS**

Our Member Insider Newsletter highlights news and activities happening at Visit Orlando. Also, hear directly from our President and CEO, Casandra Matej, in our Tourism Matters Newsletter sharing business forecasts, industry trends and more.



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