

Launching ‘Unbelievably Real’ to the World

This quarter, Visit Orlando in collaboration with Orlando Economic Partnership launched “Unbelievably Real” — one singular, comprehensive and consistent brand to promote the destination and region. The brand platform was developed to speak to all audiences — leisure visitors, meeting planners, meeting attendees, travel professionals, site selectors, business relocation stakeholders and talent. The tourism-focused campaign showcases Orlando’s theme parks and attractions, outdoor adventures and world-class dining in TV commercials and across digital and social channels to promote summer and fall travel to Orlando. The campaign was also augmented with outdoor boards in key domestic markets including New York, Boston and Chicago and promotional programs with NBC, Univision, iHeart and Urban1.

In June, Visit Orlando hosted IPW, the nation's largest travel trade show which included over 4,800 tour operators, media and travel industry delegates representing 60-plus countries. The event served as our international launch of “Unbelievably Real” with a press brunch sharing details of the campaign with more than 400 media attendees.

To date, the domestic campaign has delivered 1.1 billion impressions, produced 10 million web sessions, generated over 750,000 hotel and flight searches and resulted in more than 225,000 booked hotel room nights for Orlando from visitors that were exposed to the digital campaign. Campaigns in international markets will launch in the third quarter.

In addition, we continued to showcase Orlando’s cultural diversity, with content covering Asian Pacific American Heritage Month, local Juneteenth celebrations, Pride Month and Pulse remembrance ceremonies. These initiatives, to name a few, included featured social media and blog posts, a sponsored webpage, broadcast tv segments shown in key markets, participation in the Chicago Pride Parade and much more.

Our conventions and sales team secured future bookings with the potential to bring nearly 731,000 attendees (citywide and in-house) and generate an estimated \$1.72 billion in economic impact. We also continued working closely with the Orange County Convention Center on videos promoting successful face-to-face events.

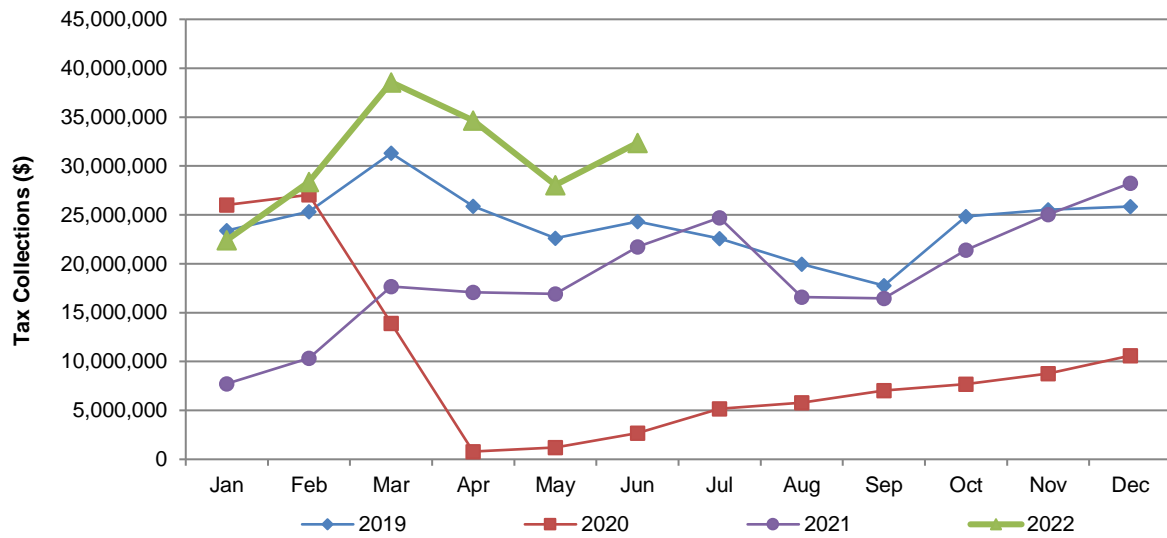
Looking ahead, Visit Orlando is thrilled to continue our upward trajectory and keep Orlando top of mind for the remainder of the year and beyond.



Casandra Matej
President & CEO

INDUSTRY PERFORMANCE

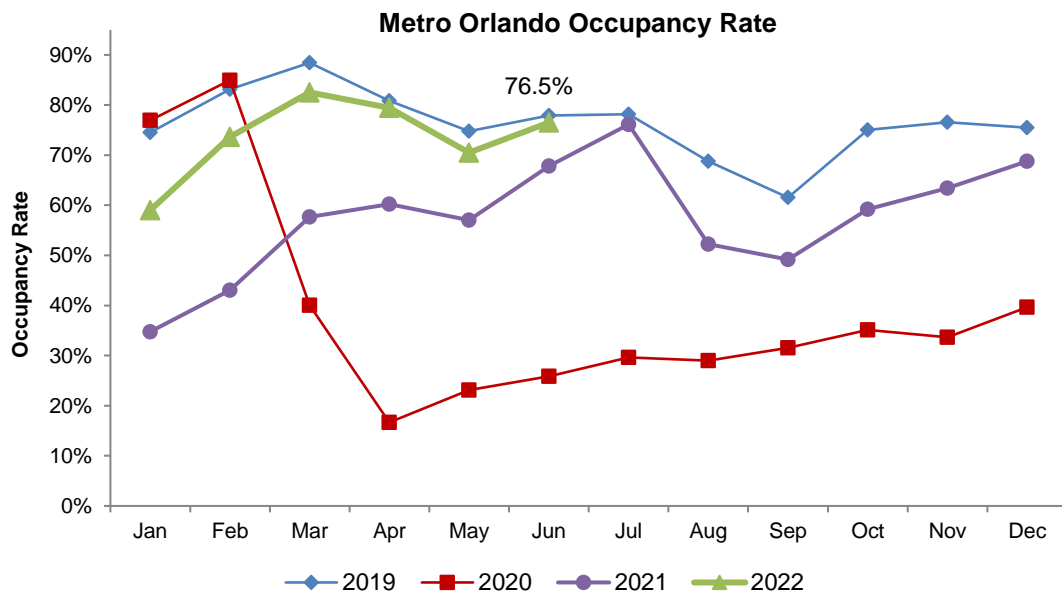
Orange County Tourist Development Tax Collections



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.



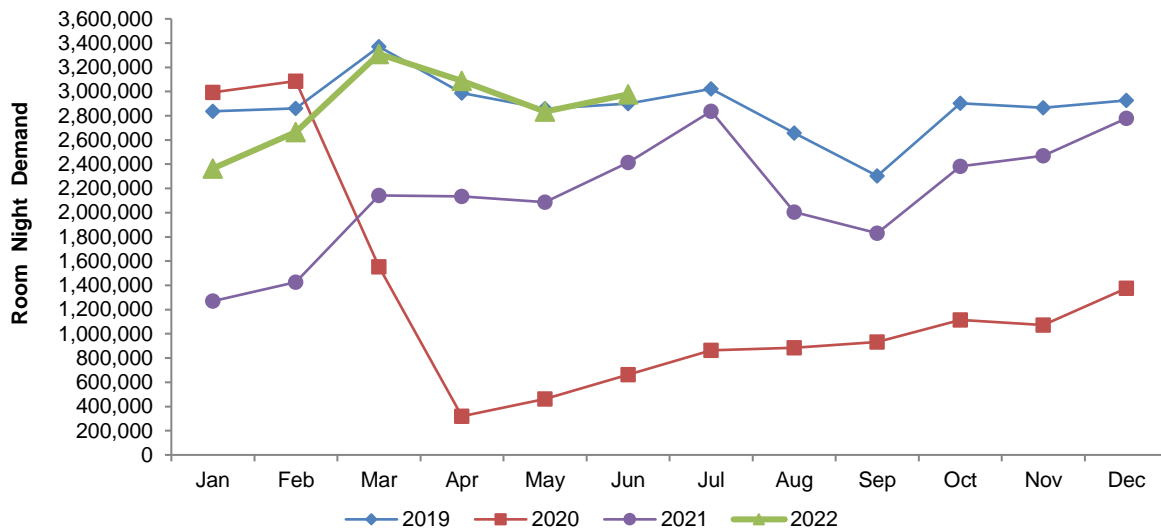
Occupancy

	Q2 2022	Year to Date
Orange County	77.5%	75.1%
Metro Orlando	75.4%	73.6%
National	66.9%	61.6%
Florida	72.8%	73.1%

Average Daily Rate

	Q2 2022	Year to Date
Orange County	\$164.37	\$165.75
Metro Orlando	\$154.63	\$155.61
National	\$151.70	\$145.15
Florida	\$187.69	\$198.23

Metro Orlando Room Night Demand



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

	Q2 2022	Year to Date
Supply ¹	11,800	23,440
Demand ²	8,900	17,241

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 spring Wonder Remains campaign continued running with our always-on digital base including paid search, paid social and digital display to maintain our competitive position and capture travel demand during the shoulder season.

In May, the new Unbelievably Real destination brand campaign was launched in the U.S. with media including broadcast and streaming TV, out of home (OOH), digital display, paid social and paid search to solidify strong summer visitation. The digital campaign continued nationally and East of the Mississippi targeting travel intenders with TV/OOH heavy-up focus in eight (8) key markets including New York City, Philadelphia, Boston, Chicago, Dallas, Houston, Atlanta and Charlotte. Consumers also saw high-impact OOH units in Chicago, Boston and NYC including a large L-shaped 3-screen video unit adjacent to Madison Square Garden and two-story hand-painted Mural in Brooklyn. In addition, we partnered with NBC to create a two-minute [Orlando feature](#) segment airing on NBC local morning lifestyle shows in NY, Chicago, Boston, Philly, Dallas and Atlanta. Areas of focus included Steinmetz Hall at the Dr. Phillips Center for the Performing Arts, Winter Park, Lake Nona, new hotels and restaurants, and more.

As we continue to roll out different elements of our region's Unbelievably Real brand, we also kicked off our annual Multicultural campaign reaching U.S. audience segments that span Hispanic, African American, LGBTQ+ and Asian American Pacific Islander markets. The campaign in top diversity markets utilizes integrated content and multimedia partnerships to position Orlando as a welcoming and inclusive destination. See summary of marketing efforts below:

- LGBTQ+
 - April-June – A national integrated digital media campaign that included [custom articles](#), email broadcasts, digital display, and social takeovers.
 - June – Co-branded a float in the annual Chicago Pride Parade with iHeart Radio which included representatives from Come Out With Pride and onePulse Foundation along with Visit Orlando content creators [Sam and Jose](#).
- U.S. Hispanic
 - May-June - Orlando was featured on Univision's *Despierta America* TV broadcast with talent influencer Marcela Velasquez and her family. We produced four broadcast TV lifestyle and travel segments were produced that featured Orlando's [new hotels and outdoor adventures](#), [dining and arts and culture](#), [family fun](#) as well as Visit Orlando's [trip-planning tools and vacation planning services](#). The fully integrated program also included TV, radio, digital display and social promotion.

- African American
 - May – A custom voice integration was created in IHeartRadio’s Black Creators Podcast Network voiced by Shirley Strawberry, from Strawberry Letter and The Steve Harvey Morning Show podcasts.
 - June – In collaboration with Urban One, a five-minute digital episode of [Cleverist:Orlando](#) was created showcasing Orlando’s rich Black history and culture. Hosted by Erica Dunlap, Orlando-native, the show covered Eatonville, the Wells’Built Museum, District GastroBar, and local agriculture and mural artists. The program ran on [Madamenoire.com](#) and was promoted across the Urban One radio and TV network.
- AAPI
 - May – And finally, to celebrate Asian American and Pacific Islander Month, we partnered with HuffPost to sponsor a [“Beyond Belonging”](#) webpage that featured content from national AAPI voices. The page and stories included ads, like the one above, that direct readers to Visit Orlando’s landing page on local [AAPI History & Culture](#).

In the second quarter our domestic media campaign generated 565 million impressions. The domestic campaign year to date has produced more than 10 million web sessions to VisitOrlando.com, while influencing 755,927 Orlando hotel searches and resulting in an estimated \$118 million in visitor spending.

Brazilian Marketing Campaign

The Brazil campaign, in conjunction with Brand USA, which originally began in February, ended the first week of June. The multi-level media strategy delivered destination information and drove visitors to key pages for activities and planning on VisitOrlando.com. Paid/boosted/organic social media efforts proved to be the most engaging and the campaign has already achieved our yearly social goals and led to additional followers on both Facebook and Instagram. Monthly eNewsletters continue to engage a database of over 200K subscribers.

Canadian Marketing Campaign

In the second quarter, Canada’s recovery phase continued and was helped along by the dropping of COVID testing requirements into Canada as of March and into the U.S. as of June. To align with the easing of these restrictions, the Wonder Remains campaign was launched in March with always-on paid social and paid search running nationally to capture travel demand through June. In April, TV and OOH was added with a focus in Toronto. The campaign ran through May to drive summer travel demand. Key messages included outdoor adventures and destination safety measures. In the second quarter, the campaign delivered 109 million impressions. The Canada campaign year to date has produced more than 170,000 web sessions while influencing 16,861 hotel searches for Orlando.

Mexico Marketing Campaign

Las Sorpresas te Esperan (The Wonder Remains) campaign, targeting both families and adults, successfully ran through the first week of June, over-delivering on web sessions to VisitOrlando.com. The media delivered key destination information and created an urgency to travel now through Television, digital, paid/boosted/organic social media and search engine marketing. Monthly eNewsletters will continue throughout the year focusing on the most engaging content for this audience.

United Kingdom Marketing Campaign

The UK Wonder Remains campaign, targeting families, continued with an always-on strategy, including paid/boosted/organic social media, digital and search engine marketing. Through the multiple channels, the media focused on delivering engaging and diverse destination news on theme parks, attractions, dining options and outdoor activities found on VisitOrlando.com. Monthly eNewsletters have proven successful in growing and engaging the UK database with over 100K subscribers.

National Travel & Tourism Week

In partnership with the U.S. Travel Association, we celebrated National Travel & Tourism Week promoting the “Future of Travel.” To kick off the week on May 2, two dozen Visit Orlando team members said thank you to our region’s bus, taxi and rideshare drivers — an important resource for residents and visitors alike — with free swag and educational material at Orlando International Airport.

Residents were encouraged to support our destination by “exploring their backyard,” using an integrated, in-market campaign that featured publicity, web, social, digital billboards and a “Visit Orlando swag bag” radio promotion to generate over 6 million impressions locally. Our [The Future of Travel](#) blog on VisitOrlando.com recorded strong engagement from local residents, with the average user spending more than three minutes on the page. Local media was invited to our signature Travel & Tourism member event May 5, pitching interviews and stories that highlighted the impact of Orlando’s tourism industry on the community. The event was attended by 10 members of the local media; six interviews were conducted and 63 stories ran, including segments on [Fox 35](#), [WKMG](#), [WFTV’s Central Florida Spotlight](#) and [WMFE’s Intersection](#).

Media

Advertising Campaigns	Q2 Impressions	Description
U.S. Domestic	564,996,209	TV, OOH, Radio, Digital Display, Paid Social Media, Paid Search
Canada	108,913,185	TV, OOH, Digital Display, Paid Social Media, Paid Search

United Kingdom	17,338,943	Digital, Paid Social Media, Paid Search
Brazil	136,803,291	Digital, Paid Social Media, Paid Search
Mexico	117,768,878	TV, Digital, Paid Social Media, Paid Search

VisitOrlando.com

April - June	Q2 2022	Year to Date
Monthly sessions	5,178,581	10,410,160
Total page views	7,991,923	16,384,759

E-newsletters

Market	Delivered	Open Rate	Click To Open Rate
United States consumer	5,041,105	19.6%	1.3%
Florida consumer	1,068,509	21.7%	1.6%
International consumer	1,028,422	19.5%	3.8%

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

Content

Visit Orlando's editorial content team produced 18 blogs that supported the following Q2 marketing initiatives on the consumer website: Unbelievably Real campaign launch; MICHELIN Guide announcement and additional dining content; National Travel & Tourism Week; the FC Cup at Camping World Stadium; holidays such as Mother's Day, Father's Day, Pride Month & Pulse Remembrance and Juneteenth; outdoor attractions; the launch of Guardians of the Galaxy: Cosmic Rewind; value messaging; and summer visitation. On the meetings website, content was generated on Global Meetings Industry Day, New Reasons to Meet, the MICHELIN Guide announcement, and Visit Orlando/DMC partnerships. These efforts were supplemented by four new landing pages, 66 updated landing pages, 10 e-newsletters, 675 event listings, and 29 miscellaneous requests.

Social Media

Consistent posting, dedicated messaging and paid social to key international markets (UK, CN, MX and BR) led to our highest engaged month of 2022 (May). Continued success followed with content on emerging channels (Pinterest, YouTube and TikTok). We celebrated key DEI events including AAPI and Pride months during this time period as well with dedicated content and creator takeovers.

April - June	Q2 2022	Year to Date
Paid + organic Impressions (Facebook, Twitter, Instagram, YouTube, Pinterest, TikTok, LinkedIn)	276,659,461	534,819,384
Visit Orlando blog (total page views)	410,811	763,872
Visit Orlando followers (Facebook, Twitter, Instagram, YouTube, Pinterest, TikTok, LinkedIn)	20,185 new followers	65,890 total followers

Convention Marketing Update

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

For the destination and cooperative media campaigns, trade and non-trade media outlets were utilized, 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 3,858,109 million impressions and produced more than 116,000 web sessions to OrlandoMeeting.com.

Unique opportunities to highlight Orlando:

- Global Meetings Industry Day was celebrated across the destination in support of U.S. Travel Association's meetings and conventions advocacy day for the industry. Highlight of activities included:
 - Member engagement through a video produced to show how Orlando values meetings.
 - An amenity item was sent to key clients who hold meetings in Orlando with a hand-written note signed by our senior leaders.
 - Mayor issued a proclamation.
 - Sponsorship of a national MPI 12-hour broadcast.
 - CEO participation in panel
- 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.
- RCMA Stories video deployed in June which featured our sales team member responsible for this business segment. This helped to create exposure and keep Orlando top of mind for planners in the religious sector.

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 OCCC 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

In the third quarter, Visit Orlando worked to maximize major announcements and events to secure national and international media coverage kept Orlando in the news cycle to drive future visitation.

- **Unbelievably Real Brand Launch:** To launch Visit Orlando's new global brand, Unbelievably Real, the team negotiated an exclusive story with Associated Press, resulting in the syndicated story, "[Tourism and economic agencies join forces to market Orlando](#)," running in more than 100 regional media outlets. In total, the campaign announcement garnered nearly 200 stories including local coverage in the Orlando Sentinel, Orlando Business Journal, WKMG, WOFL, WFTV and News 13.
- **MICHELIN Guide:** As part of our strategy to elevate the perception of Orlando's culinary offerings, Visit Orlando partnered with Michelin to launch the inaugural edition of the MICHELIN Guide Miami, Orlando and Tampa. As a result of the announcement of Starred, Recommended and Bib Gourmand restaurants, the team secured more than 200 domestic and international stories. Coverage was featured in [MSN](#), Yahoo News, [Bloomberg News](#), [Travel + Leisure](#), The Robb Report, Forbes, Tampa Bay Times, The Miami Herald and The Orlando Sentinel.
- **US Travel Association's IPW:** Nearly 400 international travel media joined us for brunch at The Hall on the Yard in Ivanhoe Village before attending one of 12 unique tours across the region. Options included dining and shopping at premium malls; outdoor adventures in Orlando's local neighborhoods; visits to world-class theme parks and attractions; and more. In addition, our team held over 100 appointments with media to share the latest Orlando news and help with future stories. Results-to-date include over 75 media stories highlighting IPW's success, interviews with key tourism leaders and developments and experiences around Orlando. Media coverage spans 10 different countries including outlets like [TravelPulse](#), CF News 13, Canada's [Travelweek](#), UK outlet [TTG](#), [Mercado & Eventos](#) from Brazil and Mexico's [Publitur](#).

In addition to the coverage resulting from announcements and events, stories were secured that focused on topics such as top destinations for summer and travel deals. The team secured stories in top outlets including [Travel + Leisure](#), [The Points Guy](#) and [Timeout](#). A [syndicated Tribune newspaper story](#) featuring Orlando ran in dozens of regional newspapers across the country. For national broadcast, Visit Orlando's

Cassandra Matej was interviewed for D.C.-based weekend news show, Full Measure which syndicated the [Summer Travel](#) story on 195 stations. Additionally, the team shared the benefits of the lifting of COVID testing requirements, resulting in more than 25 stories on CBS radio stations nationwide.

To continue to showcase Orlando as a welcoming and inclusive for all, the team promoted Orlando's LGBTQ+ events we promoted through a dedicated press release securing coverage in [ILovegay.net](#), [Panrotas](#) (Brazil), [Mercado & Eventos](#) (Brazil), [EdgeMediaNetwork](#) and [The Gay Traveler](#).

To highlight the future of travel in our community, local media relations focused on research and insights, the local reveal of our new brand campaign and sharing the benefits of serving as a host city for US Travel Association's IPW. As a result, the team secured 35 stories tied to Tourist Development Tax announcements, hosted 28 media at a local press conference to launch the Unbelievably Real campaign and secured stories ranging from Orlando Business Journal and News 13 to WOFL's Orlando Matters about IPW. In addition, the team worked closely with Orange County, the City of Orlando and Tasty Chomps to promote and support local businesses through #407Day, securing more than 30 local stories, including WMFE, [Orlando Sentinel](#) and [WKMG](#).

International Publicity

As part of our strategy to meet in person with media contacts in key markets, the team conducted missions in Mexico and Brazil in the first quarter with results running in the second quarter of 2022. Following the Mexico Mission, in partnership with Visit Florida, seven stories ran in Mexican consumer and trade outlets. Visit Orlando represented the destination at World Travel Market Latin America held in Brazil with coverage running in [Panrotas](#), [Report News](#) and O Globo, with additional coverage expected as a result of in market meetings.

In the UK, the team has continued to develop key media relationships and pitch Orlando for travel stories, with a focus on syndicated publications to extend the reach more broadly. As a result, three separate syndicated stories ran in more than 65 media outlets. Minerva Publications syndicated a story in 12 regional publications. Daily Mail UK highlighted [Orlando as a top 10 value destination](#) in the story, which ran in 28 other publications. The story noted: 'Britons visiting the world's theme park capital for the first time in two years will find prices around 22 per cent lower since then'. MSN UK's story "[Orlando unveils array of thrilling new attractions from rollercoasters to fun golf](#)" was syndicated in 25 additional media outlets across the UK.

For all markets, to generate positive publicity through third-party endorsements, we hosted 47 media and 8 influencers during the second quarter including a group press trip from Colombia and a pre-IPW press trip in partnership with Experience Kissimmee with 20 media representing outlets from U.S., Canada, Mexico, UK and Brazil.

Meetings & Conventions Publicity

Meetings-focused coverage ranged from a dedicated Orlando guide in [Northstar](#) to highlighting group dining in [Meetings Today](#), the new airport terminal in [MeetingsNet](#), and the destination's latest developments in Prevue's "[What's New in Orlando](#)" feature.

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 April, in partnership with the U.S. Travel Association, Visit Orlando staff traveled to Capitol Hill to speak to members of Congress about four key issues: rebuilding the workforce, restoring international inbound travel, reigniting in-person business meetings and events, and reimagining the role of travel and tourism in improving global competitiveness. This event, which brought together over 230 travel leaders from across the globe, was an excellent forum to educate policymakers about the power of tourism.

In May, Visit Orlando held a special, invitation-only event for board members from 10 regional and diversity chambers of commerce. The group of community leaders learned how tourism continues to shape and positively impact our community.

Lastly, throughout the second quarter, our executive team and staff members connected with a wide range of stakeholders through speaking engagements to multiple groups, including:

- Meeting Planners International
- Florida Citrus Sports
- Cvent CONNECT
- Mexican Consulate
- McPherson College
- Tourist Development Council
- North American Skal
- Destinations Florida
- Board of County Commissioners
- Orlando City Council
- The Florida Mall
- eTourism Summit
- International Association of Exhibitions & Events

- UCF Rosen College
- University of Central Florida
- Spectrum
- Hospitality Sales & Marketing Association

MEMBER RELATIONS

During the second quarter, the budget goal for annual member dues for 2022 was surpassed, ending the quarter at 106% of goal. The goal of 1,100 total members was exceeded, achieving 1,236 members to date. This is due to the implementation of two significant member recruitment projects:

- **Main Streets Program:** We worked directly with the Orlando Main Streets (the governing body) and each of the dozen Districts to ensure that Visit Orlando is representing the unique businesses and attractions outside of the traditional tourism corridor.
- **Local Parks & Historical Sites project:** Worked with the City & County to identify local parks who should be members. This allows us to share “beyond the parks” opportunities around Central Florida, providing more well-rounded options to our visitors who are looking to plan their vacation days in Orlando.

Both of these campaigns tie into our community strategy and diversity project, and the Unbelievably Real branding. They also allow for more opportunities to tell Orlando’s unique story through social media and blog posts, consumer marketing, and allow for our Visitor Services team to build better itineraries.

The membership team continued to focus on offering relevant training and educational opportunities. We delivered monthly Member Orientations, a Power Hour lunch launching our new brand campaign, and the Travel & Tourism Event and general session with guest speakers Chris Davidson-MMGY (How Planners & Attendees View Business Events), Roger Dow-US Travel Association, and a panel with Peter Scott-American Academy of Optometry and Jody Mosley-Emerald Expositions. During second quarter, we hosted over 1,100 participants at these events. The team also continued to meet one-on-one with members for training and attended numerous hard hat tours and grand openings to support members.

Other highlights included the Crisis Response System becoming finalized and tested and the “I’m a Proud Member” window clings being sent out to all active member businesses. In addition, the Magical Dining back-end portal was activated for participating restaurants, allowing a user-friendly experience for uploading menus and assets. In preparation for the launch of Visit Orlando’s 2022 Magical Dining in mid-July, the membership team has secured over 100 participating restaurants, including 15 new restaurants and 6 Michelin Recommended restaurants.

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 219,800 attendees for the Orange County Convention Center, which will generate 517 million in economic impact.
- **In-House:** The sales team secured future meetings and conventions with an estimated 139,375 attendees for Orange County hotels, which will generate 234 million in economic impact.

Citywide Production

April - June	Q2 2022	Year to Date
Future attendance ¹ secured	219,800	470,524
Estimated room nights ²	168,503	310,543

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

April - June	Q2 2022	Year to Date
Future attendance secured	139,375	240,299
Hotel room nights	265,737	483,134
Hotel leads	1,288	2,523

Citywide Sales Key Bookings

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

- Holiday Matsuri, LLC: 30,000 attendees, December 2024
- Assemblies of God: 28,000 attendees, August 2025
- Ohio Basketball: 24,300 attendees, July 2022
- International Fresh Produce Association: 20,000 attendees, October 2033
- Aviation Week: 14,000 attendees, April 2029

Hotel Key Bookings

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

- AbbVie: 31,229 total room nights, February 2024 & 2025
- Align Technology: 6,404 total room nights, January 2023
- DLA Piper Law Firm: 6,171 total room nights, June 2023
- Wex Health Inc.: 5,850 total room nights, April 2024
- American College of Neuropsychopharmacology: 4,885 total room nights, December 2025

Direct Sales Activities

Activity	Total Number	Total Participants
Tradeshows	10	1,740
Missions	3	190
Client Events	0	0
Site Visits	55	100

Destination Meeting Services

The destination services team conducted 19 client site visits and client meetings in the second quarter, as well as eight member site visits and member meetings.

April - June	Q2 2022	Year to Date
Service Leads Issued ¹	131	301

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

Visit Orlando and our partners worked collaboratively to deliver what has been called an ‘EPIC’ IPW 2022. IPW 2022 returned to Orlando for the 8th time in the show’s history, and we were thrilled to welcome nearly 4,800 attendees from more than 60 countries. This year’s delegation also included nearly 500 members of the international and domestic media. The week kicked off with the “Discover I-Drive Block Party at ICON Park, providing an opportunity for members along the tourism corridor to showcase their attractions. In collaboration with the Downtown Development Commission, “Destination Downtown Orlando” showcased a taste of Orlando’s most impressive local food and beverage offerings and entertainment at Dr. Phillips Center for the Performing Arts. Over 1,500 IPW attendees joined the event, which received rave reviews. During the trade show, network opportunities were well attended each morning and afternoon at “The Orange Grove,” where Visit Florida, Visit Orlando and our Florida partners provided a taste of Florida sunshine and all that we have to offer with the best local cuisine, entertainment and engaging activities. From a business perspective, the team collectively met with over 250 travel trade professionals from retailers, tour operators, airlines to marketing and technology travel companies. All

elements of the show, from networking, entertainment, and client meetings, support Visit Orlando's commitment to fueling the recovery of international inbound travel.

In addition to IPW, the travel industry sales team conducted efforts in core international markets. UK initiatives included a partnership with Thomas Cook on a joint marketing /sales program, which resulted in over 600 room nights and economic impact of approximately \$148k. Virtual training seminars included participating in Visit Florida's 'Partner Appreciation Week,' which provided independent 'home workers' first-hand information on how to sell Orlando. The event reached over 200 travel advisors and retailers across the UK.

In April, Visit Orlando and participating members attended World Travel Market, the leading B2B global event for the Latin American travel industry. During the three-day event, the team met with qualified tourism industry buyers and media showcasing Orlando. Overall, 565 exhibitors from 40 countries attended the tradeshow, along with 15,204 travel professionals, representing a 10% increase from 2019. In addition, Visit Orlando hosted a VIP client appreciation breakfast, providing an opportunity for early morning networking and a presentation on all that is new in Orlando.

Visit Orlando partnered with Agaxtur on an integrated marketing and sales campaign. Agaxtur is the oldest tour operator in Brazil, with 69 years in business, and has nearly 60 franchise offices throughout Brazil and a database of over 8,000 travel advisors. This three-month campaign expects to generate more than 7.5 million impressions, ensuring Orlando is top of mind and encouraging Brazilian travelers to book their Orlando vacation with confidence. FAM tours are slowly beginning to take place again after the pandemic. In conjunction with All Seasons, a leading tour operator based in Argentina, Visit Orlando co-hosted 25 top sellers, providing education and an Orlando immersion, including hotels, renovations, and expansions, as well as exciting new dining and entertainment options.

At the request of Visit USA Peru, Visit Orlando conducted a three-part webinar series training over 450 travel advisors. Visit USA Peru is a non-profit association responsible for strengthening commercial and cultural relations between Peru and the United States. The association has a database of over 2,000 travel advisors. Expanding our reach strengthens Orlando's presence and development in countries outside of core markets and opens additional opportunities to members. This program was a joint effort with SeaWorld Parks & Entertainment, Simon Shopping and The Mall at Millenia, Rosen Hotels, Royale Caribe Resort, Marriott Village Orlando and Magic Village.

Domestic activity included a mission to New York City and Chicago with Visit Florida, connecting with global receptives, tours operators and hundreds of travel advisors. Virtual webinar training sessions continued with Inteletravel training over 1,400 travel advisors across the US. Inteletravel is the largest host agency in the country, comprised of over 25,000 travel agents.

Robust plans for H2 are well underway with in-market events, Orlando sales weeks as well as joint marketing and sales campaigns launching with Virgin Atlantic, British Airways, US Airtours, Gold Medal (UK), CVC (Brazil), Air Canada Vacations and Travelbrands (Canada), to name a few.

April - June	Q2 2022	Year to Date
Travel professionals trained (in-person and online)	4,757	8,430
Travel professional sales calls	339	515
Travel professional events (tradeshows, missions, destination orientations)	5	8

Visit Orlando
Results of Operations
For the Six Months Ending June 30, 2022

	<u>Second Quarter</u>	<u>Year-to-Date</u>
Revenues		
Tourist Development Tax	24,504,547	48,397,808
Expenses		
Domestic Marketing	13,941,845	22,838,286
Convention Sales	2,337,269	4,094,455
Public Relations	413,482	751,035
Client Member Services	194,363	344,286
Market Research and Insights	283,712	385,575
Visitor Services	98,437	199,941
Administration	1,394,747	2,446,560
Total Expenditures	18,663,855	31,060,138