

Visit Orlando
Results of Operations
For the Twelve Months Ending December 31, 2020

	<u>Fourth Quarter</u>	<u>Full Year</u>
Revenues		
Tourist Development Tax	7,598,768	29,358,578
Expenses		
Domestic Marketing	2,862,749	17,934,701
Convention Sales	927,408	4,741,629
Visitor Services	43,976	393,068
Public Relations	283,573	1,262,212
Destination Meeting Services	179,113	697,376
Market Research and Insights	207,962	754,810
Administration	933,298	4,016,610
Total Expenditures	5,438,079	29,800,406