

Visit Orlando
Results of Operations
For the Six Months Ending June 30, 2021

	<u>Second Quarter</u>	<u>Year-to-Date</u>
Revenues		
Tourist Development Tax	13,538,757	21,545,372
Expenses		
Domestic Marketing	7,585,245	11,112,155
Convention Sales	1,316,179	2,434,945
Visitor Services	82,705	156,131
Public Relations	333,687	648,313
Destination Meeting Services	241,423	474,432
Market Research and Insights	159,497	285,297
Administration	1,277,731	2,443,574
Total Expenditures	10,996,467	17,554,847