

Visit Orlando
Results of Operations
For the Twelve Months Ending December 31, 2021

	<u>Fourth Quarter</u>	<u>Full Year</u>
Revenues		
Tourist Development Tax	22,389,004	60,905,441
Expenses		
Domestic Marketing	8,802,631	33,348,191
Convention Sales	1,767,893	5,770,799
Visitor Services	73,758	299,962
Public Relations	298,320	1,187,604
Destination Meeting Services	214,036	904,341
Market Research and Insights	265,096	724,877
Administration	1,451,107	5,113,677
Total Expenditures	12,872,841	47,349,451