

Despite Challenges, ‘The Wonder Remains’

The third quarter of 2021 got off to a great start, with July’s Tourist Development Tax collections (\$24.7 million) setting a pandemic-era high and smashing the record for our best July in history. However, the quarter was also marked by an alarming rise in delta variant COVID-19 cases, which weakened traveler sentiment and produced more modest results for August and September.

Through it all, our goal as an organization remained steady: We continued striving for a full economic recovery that also prioritized health and safety.

In marketing, “The Wonder Remains” became our largest-ever summer paid media campaign, expanding into new geographic and cultural markets while generating a 10:1 return on ad spend. To prepare for international travel returning in November, we launched the campaign in Mexico, the United Kingdom and Canada, and we held our first international group press trip since the pandemic. In September, we were actively involved in the U.S. Travel Association’s annual IPW event, the world’s largest inbound travel trade show, which Orlando will host in June 2022.

On the membership front, we kicked off Visit Orlando’s 16th annual Magical Dining with 95 restaurants and extended the program for two weeks through Oct. 17. New this year, we added a “Magical Nights” component to tie in special offers from member hotels and resorts. Also, in addition to IDignity and Pathlight HOME being named our two primary charities, six local nonprofits on the front lines of homelessness will receive \$2,000 microgrants.

In meetings and conventions, our sales team secured future bookings with the potential to bring over 160,000 attendees (citywide and in-house) and \$330 million in economic impact. New national research on the safety of in-person meetings also received prominent treatment in our “Let’s Meet There” social and digital campaign in conjunction with the U.S. Travel Association.

From an organizational continuity standpoint, I’m thrilled to share we unveiled our three-year strategic plan to guide our internal efforts and identify trends shaping the future of our destination. This document, created with extensive feedback from stakeholders across our industry and community, includes new vision and mission statements for Visit Orlando, as well as goals, strategies, tactics and core values.

Finally, since Day 1, discovery and partnerships have been two of my top priorities as Visit Orlando’s new president and CEO. This quarter, I enjoyed advancing these areas by meeting with multiple leaders on the local, state and national levels to collaborate on Orlando’s ongoing recovery — including serving as co-chair of Mayor Demings’ relaunched Orange County Economic Recovery Task Force.

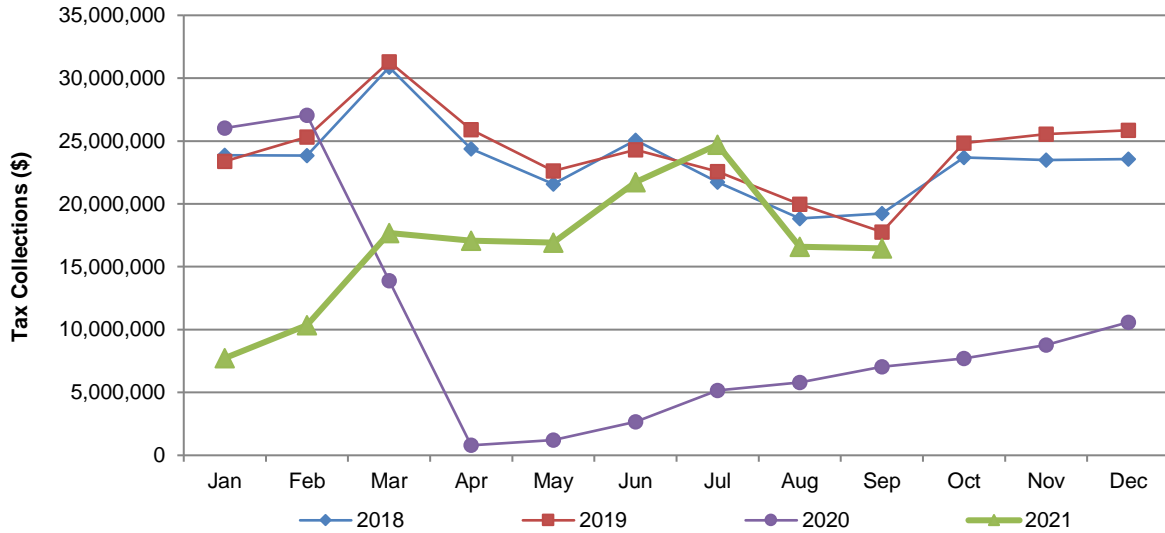
Looking to the fourth quarter, we can expect our destination to experience an uptick in international visitors starting in November, followed by what is shaping up to be a relatively strong holiday season to close the year. We’re also excited to usher in Walt Disney World’s 50th Anniversary Celebration, which kicks off in October and runs through early 2023.

Cassandra Matej
President & CEO

INDUSTRY PERFORMANCE

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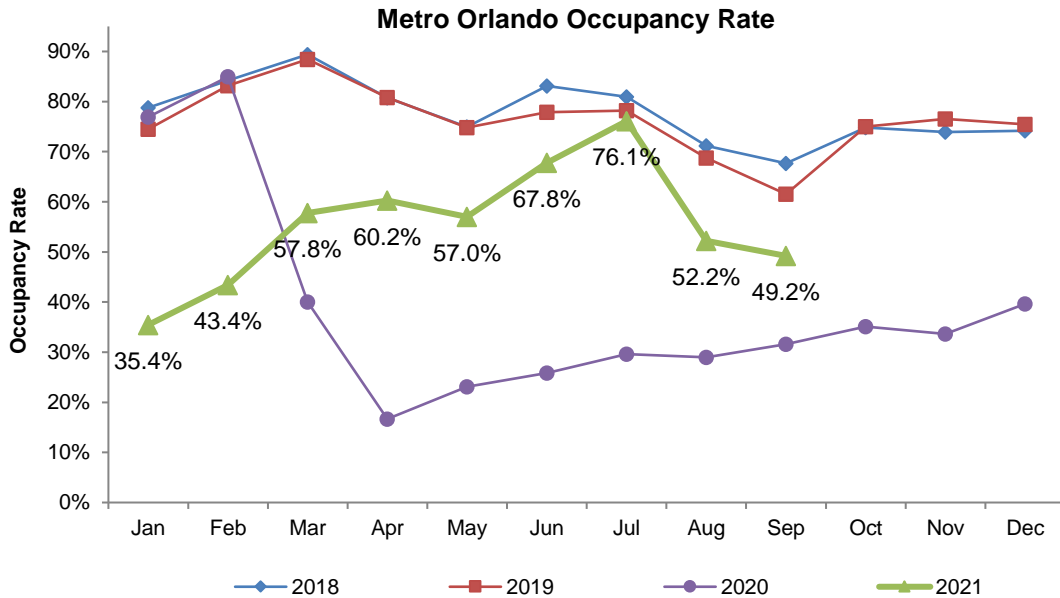
Orange County Tourist Development Tax Collections



Source: Orange County Comptroller's Office

Metro Orlando Lodging Indicators

The following data is based on the January through September 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, condos and vacation homes.



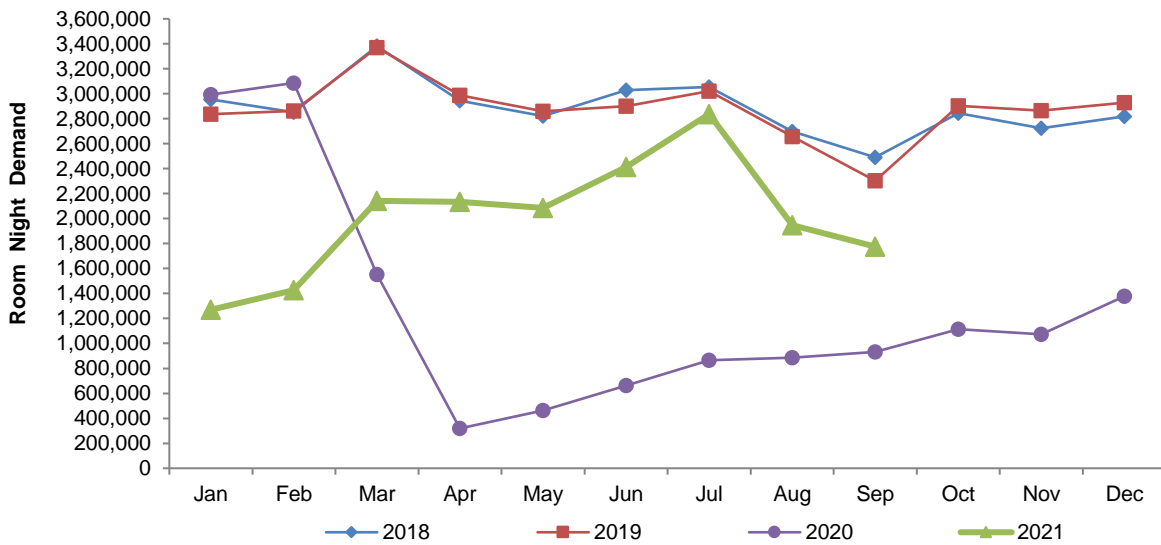
Occupancy

	Q3 2021	Year to Date
Orange County	60.4%	56.7%
Metro Orlando	59.3%	55.6%
National	64.8%	57.6%
Florida	62.9%	64.5%

Average Daily Rate

	Q3 2021	Year to Date
Orange County	\$129.10	\$120.94
Metro Orlando	\$122.29	\$114.77
National	\$138.25	\$121.74
Florida	\$152.49	\$156.64

Metro Orlando Room Night Demand



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

	Q3 2021	Year to Date
Supply ¹	11,061	32,396
Demand ²	6,558	18,028

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

Capitalizing on visitors' shorter booking windows, Visit Orlando tripled our domestic media spend and rolled out our largest-ever summer paid media campaign. As flight markets rebounded, we expanded the geographical footprint of our digital and paid social media coverage, then extended our TV reach for six weeks through July 31 across our top 10 non-Florida markets. Our messaging strategy continued to target families and adults, leveraging creative from "The Wonder Remains" campaign.

- Summer campaign: June 14 to Aug. 31
 - Digital marketing: digital display, paid social and search engine marketing (SEM), east of the Mississippi and Texas
 - TV (broadcast/linear + streaming): Florida, Atlanta, Raleigh-Durham, Charlotte, Nashville, Dallas, Houston, New York City, Philadelphia, Boston and Chicago
- Fall campaign: Aug. 16 to Dec. 20
 - Digital marketing: digital display, paid social and search engine marketing (SEM), east of the Mississippi and Texas
 - TV (broadcast/linear + streaming), digital/programmatic out of home: Florida, Atlanta, Dallas, Houston, Charlotte, New York City, Philadelphia, and Chicago

In mid-August, we launched our fall campaign, with increased focus on in-state Florida visitation to fill the shoulder season. We maintained heavy digital exposure, targeting consumers in states east of the Mississippi and Texas, and complemented our TV advertising with digital out-of-home to increase reach. The call to action, "Plan Your Escape Now," promoted fall events and what's new across the destination.

To drive incremental travel demand and ensure everyone feels welcome in our destination, we launched a multicultural campaign targeting U.S. consumers in three key diversity segments: Hispanic, African American and LGBTQ+. The integrated campaign, launched in late September, utilizes a mix of TV, radio, digital, social and custom content.

Overall, The Wonder Remains campaign has delivered results exceeding our 2019 advertising performance. Year to date, metrics have risen in categories that include Orlando travel search, hotel bookings and website activity from target markets. The campaign has produced 1.9 billion impressions and over 5 million pageviews, while influencing 1.6 million hotel searches and eclipsing 1 million flight searches. We also achieved a strong 10:1 return on ad spend, and top-of-mind awareness reached 61%, consistent with our 2013-2019 average.

Visit Orlando's Magical Dining Campaign

Visit Orlando's Magical Dining returned for its 16th year Aug. 27, with 95 member restaurants offering three-course meals for \$37. As always, one dollar from each meal benefitted local charities; this year's recipients were Pathlight HOME and IDignity, both of which combat homelessness and help people in need access crucial services. For the first time, we also extended the program's charitable impact by awarding a \$2,000 donation to one local nonprofit on the front lines of homelessness in each of Orange County's six commission districts. Those recipients included: The Central Florida Hope Center, Latino Leadership, Matthew's Hope, Professional Opportunities Program, Project Street Light and Zebra Coalition. Complementing the Magical Dining experience, Visit Orlando's Magical Nights featured special hotel and resort offers. Paid media ran in Orlando and Tampa, including search, social, digital billboards and promotional radio.

Mexico Marketing Campaign

With support from Brand USA, we launched our integrated campaign "Las Sorpresas te Esperan" ("The Wonder Remains"), with the goal of driving travel to Orlando in 2021 and 2022. Media and messaging were geared toward families and adults without children. The campaign included TV spots through Televisa's network of channels and a robust digital, paid social and search engine marketing plan. A partnership with Price Travel allowed for conversion through multiple travel and booking sites such as Liverpool Viajes, AMEX and Mexican online travel agency HSBC Rewards.

United Kingdom Marketing Campaign

Similar to our efforts in Mexico, we worked with Brand USA to extend The Wonder Remains campaign to the United Kingdom. The goal was to inspire future travel by keeping Orlando top of mind for when international borders reopen. The media plan includes television, paid social media and search engine marketing through January, with monthly e-newsletters to over 110,000 subscribers.

Canadian Marketing Campaign

On Aug. 23, Visit Orlando launched a "re-introductory" campaign to encourage Canadians to think about Orlando when they begin to consider traveling again. The media focused on paid search targeting travel intenders, as well as paid social and digital.

Media

Ad Campaign	Q3 Impressions	Description
U.S. Domestic	1,108,217,897	TV, digital out of home, digital, paid social media, search engine marketing
Magical Dining	5,444,328	Digital out of home, radio, digital, paid social media, search engine marketing
Canada	278,567	Search engine marketing
Mexico	86,800,000	TV, digital, paid social media, search engine marketing
United Kingdom	81,000,000	TV, paid social media, search engine marketing

Global Website – VisitOrlando.com

July-September	Q3 2021	Year to Date
Monthly sessions	2,921,250	8,593,079
Total page views	4,792,691	16,572,425

Source: Google Analytics

E-newsletters

Market	Delivered	Open Rate	Click Through Rate	Click To Open Rate
United States consumer [^]	5,574,281	7%	0.3%	5%
Florida consumer	1,696,058	10%	0.5%	6%
International consumer	331,818	12%	0.6%	5%

*CTOR indicates how effective the email design and content performed by measuring if the recipient took an action by clicking on any hyperlink within the email. CTOR is calculated by the number of clicks out of the number of email opens.

[^]Florida data **not** included in the U.S. All data includes deployments to engaged and unengaged audiences.

Content

Visit Orlando's editorial content team provided blog support to marketing initiatives that included Visit Orlando's Magical Dining, fall visitation, Come Out with Pride, attractions and meetings. Blog content was supplemented by six new landing pages, 134 updated landing pages, 22 e-newsletters and hundreds of event listings to help us reach and maintain approximately 600 active events.

Social Media

Visit Orlando's social media team supported many large programs, including Visit Orlando's Magical Dining and our Keep Calm and Play On campaign, which helped short-staffed hotels and restaurants manage the guest experience. The team also partnered with several local content creators to promote locations such as Island H2O Live!, Aquatica, Cuba Libre and The Mall at Millenia.

July-September	Q3 2021	Year to Date
Impressions Paid + Organic Impressions (Facebook)	210,762,231	466,855,112
Visit Orlando Blog (total pageviews)	448,187	1,384,224
Visit Orlando Followers (Facebook, Twitter, Instagram)	Secured 10,466 new followers	2,009,532 total followers

Source: Google Analytics -

Convention Marketing Update

To maintain our position as America's top-ranked convention destination — and continue growing our group leads for both citywide and in-house meetings — we targeted meeting planners with messages highlighting Orlando's history of safe, successful events. Channels utilized in trade media outlets included digital and print advertisements, display banners, video, emails and paid social targeting. The campaign provided exposure for Orlando International Airport, hotel members, the Orange County Convention Center, restaurants and attractions.

Unique opportunities activated to highlight our destination included:

- An eight-part native content series launched in June, with customer testimonials showcasing successful events taking place in Orlando.
- An additional e-commerce channel, ConventionCalendar.com, kicked off in July, providing additional exposure to meeting planners.

- Working with Professional Conference Management Association (PCMA) to provide continuing education credits for meeting planners. Native advertising was pursued to further complement the webinar.

Visit Orlando's owned channels, including the Meetings Insider e-newsletter, continued to be distributed monthly to over 25,000 subscribers. Monthly content posts on OrlandoMeeting.com provided real-time destination updates, and additional touchpoints included OrlandoMeeting.com, customized delegate sites, destination videos and dedicated social media channels.

GLOBAL COMMUNICATIONS

Publicity

National media efforts focused on promoting reasons to visit, from fall and Halloween events to Orlando's growing culinary scene. Results included coverage in Time Magazine's list of World's Greatest Places; a Condé Nast Traveler feature story on "21 Best Restaurants in Orlando: From Pizza to Ethiopian Cuisine;" a comprehensive Orlando guide in Travel + Leisure; and stories on MSN, Yahoo and USA Today. In key regional markets, the team secured a syndicated story in more than 10 Los Angeles newspapers, two features in Houston publications and a Tampa Bay Times article in one of Orlando's top drive markets. We also hosted 17 influencers from Miami, Naples, Boston, New York, Chicago and other markets.

For Visit Orlando's Magical Dining, the team hosted media preview dinners, arranged press trips to showcase the new Magical Nights component and worked with 20 local influencers on social media coverage. As a result, over 215 stories ran in all media forms — from print and online outlets such as Yahoo, the Orlando Sentinel, Orlando Magazine, Timeout, Edible Orlando and El Sentinel ... to TV coverage on WESH, WKMG and WFTV ... to influencer coverage by Arielle Mae and Sunny Chic Home.

Raising awareness about the power of travel in our community, we pitched monthly insights that helped local media contextualize monthly Tourist Development Tax collections. Sample coverage included stories in the Orlando Sentinel and Orlando Business Journal and TV segments on WKMG and WESH. We also provided members of the media with interviews and statements related to expectations ahead of holiday weekend travel and the impending return of international travel. Additional local media coverage included stories on the organization's new strategic plan (Orlando Business Journal), Visit Orlando's marketing campaigns (Florida Trend) and our president and CEO being named one of Orlando's 50 Most Powerful People of 2021 by Orlando Magazine.

International Publicity

In anticipation of U.S. border reopening to international travelers, the team attended IPW 2021 in Las Vegas, promoting Orlando as the host city for IPW 2022 and meeting individually with more than 50 media outlets from key markets including the United Kingdom, Canada, Brazil and Mexico. As a result of

holding six executive interviews and a press conference that garnered more than 130 media attendees, Orlando was featured in over 20 media stories, with additional coverage pending.

Visit Orlando also hosted its first group press trip since the pandemic, partnering with Avianca to welcome three Colombian journalists. Coverage has appeared to date in La Republica and Diario Occidente. In support of our UK campaign, the team secured media coverage in top travel trade outlets that included Travel Weekly UK and Selling Travel, along with a feature story on Casandra Matej in TTG.

Meetings & Conventions Publicity

Highlighting Orlando's status as the national leader in safe meetings and events, we secured positive coverage in several trade publications, including Northstar and Smart Meetings and international outlet Conference & Meetings World.

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, and we continued to provide our members with recaps from Mayor Demings' press conferences. The executive team and other staff members also connected with a wide range of stakeholders through speaking engagements to multiple community and industry groups, including:

- Professional Convention Management Association
- Meeting Planners International
- Tiger Bay Club
- InfoComm
- Hello! Destinations
- Frontier Airlines
- Women's Executive Council
- Rotary Club of Orlando
- Central Florida Hotel & Lodging Association
- Hispanic Business Conference
- UCF Rosen College
- Orlando Regional Realtor Association
- Tourist Development Council
- University of Central Florida
- CareerSource Central Florida

In addition, President & CEO Casandra Matej held several 1-on-1 meetings across the region with business leaders, member companies, partner organizations, elected officials and area residents. These efforts will be continued through the remainder of the year and into 2022.

MEMBER RELATIONS

Thirteen in-person events and programs by our membership team drew 895 participants, while an additional 204 people viewed previously recorded content. We achieved 111% of our member dues budget and welcomed 38 new members.

In August, our annual Business Insights Luncheon featured guest speaker Paul Ouimet of MMGY NextFactor, who unveiled Visit Orlando's three-year strategic plan, while the accompanying Economic Forum provided insight from economists Anirban Basu, chairman & CEO of Sage Policy Group, and Daryl Cronk, Visit Orlando's senior director of market research & insights. Other events included monthly Member Orientations, a networking Power Hour lunch and educational Power Hour presentation from the travel industry sales team, and a networking Member Meet-up that featured our meetings and conventions and destination services teams.

Visit Orlando's Magical Dining included 95 member restaurants — 17 more than 2020 — and was extended for two weeks to Oct. 17. In December, we will unveil how much money the program raised for our charities.

In other membership initiatives, we enhanced our Member Connect portal to include group resumés for large convention programs; created a [Keep Calm & Play On](#) toolkit for short-staffed hotels and restaurants; launched a newly developed crisis response system; and began developing a member survey, to be released in the fourth quarter.

CONVENTION SALES

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 70,440 attendees for the Orange County Convention Center, which will generate \$180 million in economic impact.

In-House: The sales team secured future meetings and conventions with an estimated 90,270 attendees for Orange County hotels, which will generate \$150 million in economic impact.

Citywide Production

July – September	Q3 2021	Year to Date
Future attendance ¹ secured	70,440	437,030
Estimated room nights ²	95,240	311,660

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

July – September	Q3 2021	Year to Date
Future attendance secured	90,270	228,230
Hotel room nights	193,450	431,650
Hotel leads	955	2,465
Site Visits	31	71

Citywide Sales Key Bookings

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

- Produce Marketing Association: 20,000 attendees, October 2031
- Chick-fil-A: 14,000 attendees, February 2024
- All Out Championships: 13,000 attendees, January 2022
- Cardinal Health: 7,000 attendees, July 2026
- Kipp Foundation: 6,000 attendees, July 2024

Hotel Key Bookings

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

- Abbvie: 31,229 total room nights, January 2023
- RELX: 6,510 total room nights, January 2024
- Imedex: 5,050 total room nights, December 2022
- BDO USA LLP: 4,475 total room nights, September 2022
- Wound, Ostomy & Continence Nurses Society: 4,416 total room nights, May 2025

Direct Sales Activities

Activity	Total Number	Total Participants
Tradeshows	12	2,318
Missions	0	0
Client Events	3	290

Destination Meeting Services

The destination services team conducted 17 client site visits and client meetings in the third quarter, as well as one member site visit and member meetings.

July - September	Q3 2021	Year to Date
Service Leads Issued ¹	94	270

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

The travel industry sales team attended U.S. Travel Association's IPW trade show in Las Vegas, hosting 14 members in our member village. Participating in IPW helps us strengthen relationships among existing travel trade clients and media in core and developing markets and establish broader relationships within the industry. IPW 2021 successfully navigated the pandemic and included over 500 exhibitors and more than 2,600 attendees, many of whom were international and domestic travel buyers and journalists. The team collectively held over 175 one-on-one appointments. To promote IPW 2022, Visit Orlando, Experience Kissimmee and Visit Florida hosted the closing night reception, creating excitement to welcome buyers next year.

Additional domestic efforts included participation in virtual travel trade shows with Air Canada Vacations, WestJet Vacations and ACTA, three major players in the Canadian travel trade. Educational webinars were held with InteleTravel, the largest home-based travel agency (also called host agency) in the U.S., with over 20,000 members.

The team visited Nexion, the largest host agency in the Travel Leaders Network, conducting a training presentation for over 150 travel advisers, along with one-on-one meetings. We also hosted a group from Mainstreet Travel, showcasing unique activities to help increase their product portfolio for Orlando.

LATAM efforts included a partnership with Avianca Airlines and the Association of Colombian Travel Agents. We also conducted a webinar with theme park partners and Orlando International Airport to educate them on seasonal direct flights from Cali, the most populous city in southwest Colombia; over 165 travel advisers attended.

The team held a two-part series with Visit USA Peru, in conjunction with Walt Disney World, Kennedy Space Center and Icon Park, to begin education and development of this secondary market. Over 350 travel advisers were in attendance — a strong number.

With the announcement of borders reopening in November, the team has been working closely with airline partners like British Airways, Virgin Atlantic, GOL and Air Canada through training and reciprocal marketing programs to support flight resumption.

July – September	Q3 2021	Year to Date
Travel professionals trained (in-person and online)	2,166	9,444
Travel professional sales calls	226	518
Travel professional events (tradeshows, missions, destination orientations)	3	10

Visit Orlando
Results of Operations
For the Nine Months Ending September 30, 2021

	<u>Third Quarter</u>	<u>Year-to-Date</u>
Revenues		
Tourist Development Tax	16,971,065	38,516,437
Expenses		
Domestic Marketing	13,433,405	24,545,560
Convention Sales	1,567,961	4,002,906
Visitor Services	70,073	226,204
Public Relations	240,971	889,284
Destination Meeting Services	215,873	690,305
Market Research and Insights	174,484	459,781
Administration	1,218,996	3,662,570
Total Expenditures	<u>16,921,763</u>	<u>34,476,610</u>