

Organizational HIGHLIGHTS

Q3 2025 (July - September)

VisitOrlando

Elevating Orlando: Culinary Excellence and Global Reach in Q3

This quarter, we celebrated the 20th anniversary of Visit Orlando's Magical Dining, presented by Orlando Health. This program that started as a way to support our restaurants during a traditionally slower season and over the years, has grown into a signature event that not only elevates Orlando's reputation as a culinary destination, but also gives back to our community. This year, more than 160 restaurants participated, and thanks to the enthusiasm of both locals and visitors, we're able to make a meaningful impact for organizations like the [REED Charitable Foundation](#) and other nonprofits across Orange County. We look forward to announcing the total charitable contribution in December.

This quarter, our marketing and communications teams launched innovative campaigns that resonated across the globe. The next evolution of our "Unbelievably Real" brand, 'Moments in Between', debuted in key markets, inviting travelers to discover the authentic, unexpected moments that make Orlando truly special. We also introduced the "City Break" campaign, positioning Orlando as a premier urban getaway for Gen Z and beyond, using TikTok as a primary platform to reach this key audience.

Driving leisure sales remained a priority. Our travel industry sales team trained more than 12,000 travel professionals in Q3 alone, with significant engagement in key markets like Brazil, the U.K., Mexico and across North America. These trainings help ensure that Orlando's story is being told by trusted advisors in every corner of the globe, inspiring more visitors to choose our destination.

We also saw significant media coverage this quarter, with more than 2,400 stories (examples: [National Geographic](#), [USA Today](#) and Ireland's [National World](#)) secured through proactive outreach and high-impact initiatives including two missions, a broadcast media tour and several press trips. As the only organization that can tell the full story of Orlando, Visit Orlando's efforts ensured our destination's message reached audiences locally, nationally and internationally.

On the meetings and conventions front, our team continued to secure future events that will bring thousands of attendees and substantial economic impact to the region, including citywide events with Amateur Athletic Union of the United States and International Sign Association, and in-house events with Wells Fargo and Jersey Mike's. Orlando's reputation as a top choice for meetings continues to open doors for new opportunities and partnerships.

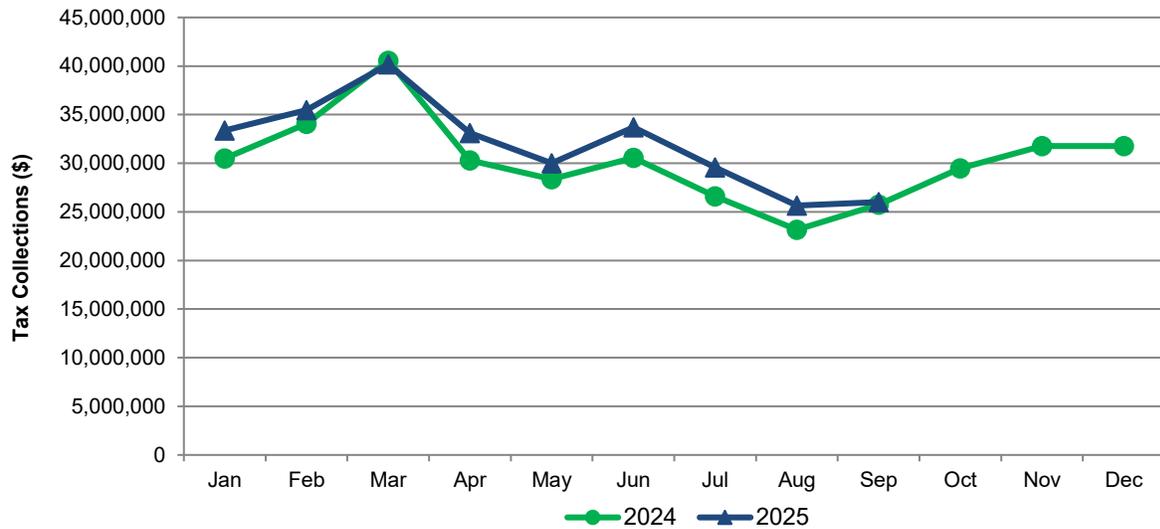
Thank you to our team, members, partners, and the entire community for your dedication and passion. The work we do together makes a real difference—not just for our industry, but for everyone who calls Orlando home.

At your service,

Cassandra Matej

INDUSTRY PERFORMANCE

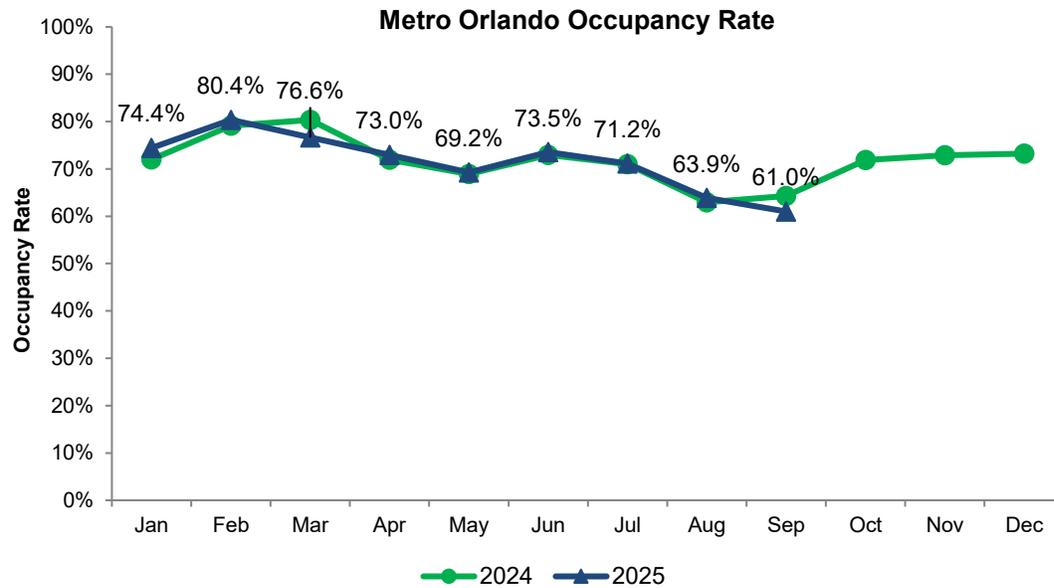
Orange County Tourist Development Tax Collections



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 the short-term rental of alternative accommodations such as timeshares and vacation homes.



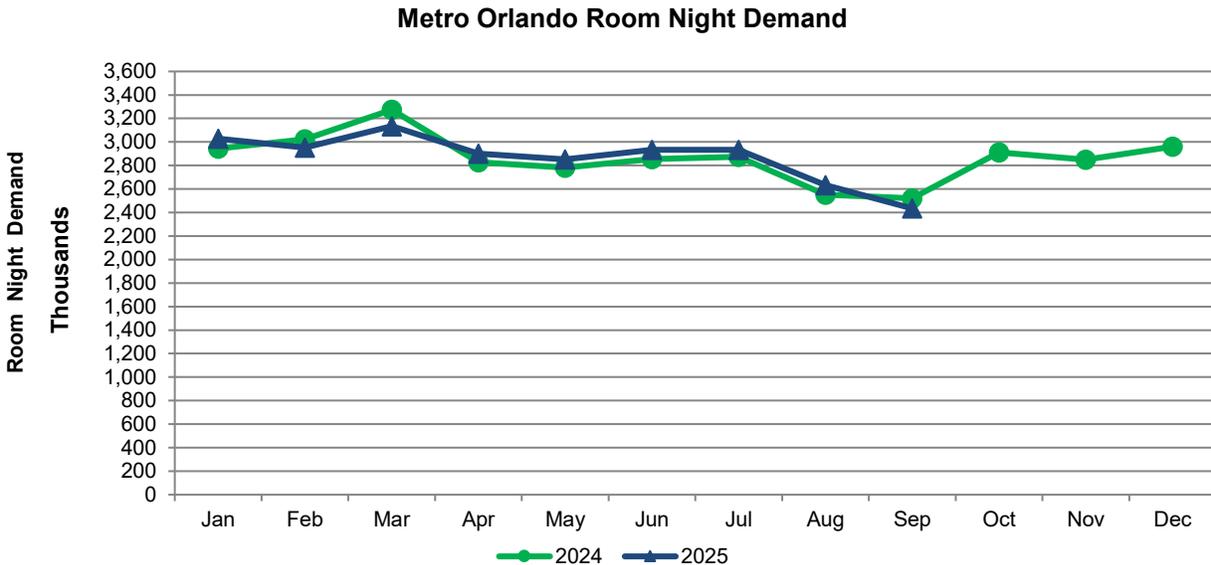
Occupancy

July - September	Q3 2025	Year to Date
Orange County	67.5%	72.8%
Metro Orlando	65.4%	71.1%
National	65.9%	63.4%
Florida	61.9%	68.9%

Average Daily Rate

July - September	Q3 2025	Year to Date
Orange County	\$187.13	\$217.75
Metro Orlando	\$172.23	\$200.43
National	\$161.17	\$160.48
Florida	\$157.96	\$195.28

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

July - September	Q3 2025	Year to Date
Supply ¹	12,237	36,151
Demand ²	8,003	25,802

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

The Domestic brand campaign maintained its strong performance in the third quarter, once again outperforming all key web session and engagement metrics, consistent with the success seen in the second quarter. We maintained a consistent strategic approach throughout July and August, leveraging the highly recognizable *Unbelievably Real* messaging across digital display, paid/boosted social and paid search to ensure always-on presence to reach our core, U.S. travel enthusiasts.

The next evolution of the *Unbelievably Real* brand, 'Moments in Between', launched on Sept 8, diving deeper into Orlando's authenticity by focusing on unexpected moments that create lasting emotional connections. New creative assets - including photography and video - were developed to capture these moments and bring the campaign to life. An omnichannel, full-funnel media strategy, amplifying exposure across all critical touchpoints, was implemented. Additionally, we expanded our media mix by incorporating emotionally resonant channels such as television and digital video into our strong digital foundation, effectively highlighting the meaningful connections and lifelong memories guests can create in

Orlando. The campaign launch was supported by strategic new partnerships in the digital video space, specifically Netflix, YouTube TV, and LG, to extend our reach and ensure our video content's heartwarming message received maximum exposure.

The third quarter also marked the launch of our new-to-market 'City Break' campaign, specifically designed to position the destination as a premier urban getaway for Gen Z travelers. Through research, we've found that of the 41% of U.S. travelers interested in city break-style trips, only 21% currently consider Orlando. Our goal is to shift this perception by spotlighting our destination's culinary scene, nightlife, shopping and cosmopolitan appeal. This campaign launched on Sept. 15 for a three-month run. To ensure maximum reach and impact, we employed a full-funnel media strategy across display, streaming TV, digital video, and paid social, reaching users across multiple touchpoints. This campaign included a strong focus on TikTok to reach a younger target audience. Another key component of this launch was a Netflix Top 10 Sponsorship running through December. This premium placement ensures our ads appear as pre-roll and mid-roll within Netflix's top 10 shows and movies for the duration of the campaign, which includes the popular show *Wednesday* and the highly anticipated Season 5 release of *Stranger Things* on Nov. 26.

Continuing the momentum this quarter, we also launched our annual Visit Orlando's Magical Nights campaign in the Domestic market. This popular local initiative encourages visitors from nearby Florida drive markets to enjoy a weekend getaway, pairing an overnight stay with Orlando's Magical Dining restaurants for a truly memorable experience. Running from Aug. 15 to Sept. 30, the program encouraged both visitors and residents to explore Orlando's vibrant culinary scene through \$40 and \$60 three-course menus, driving restaurant traffic and showcasing the destination's diverse dining offerings during a key need period. Building on last year's success, the campaign relaunched across proven channels - including paid social, paid search, and digital display - to effectively engage our foodie audience. We strategically expanded the media mix this year through a partnership with Brightline, featuring a high-impact digital outdoor unit at the Miami Station for 6.5 weeks. This new placement leveraged a high-traffic location to significantly boost campaign visibility and inspire consumers to experience the event firsthand in Orlando.

Orlando For All

The *Orlando for All* campaign maintained a strong always-on presence throughout the third quarter, reinforcing our core message and driving awareness as we work toward becoming the world's most visited, welcoming and inclusive travel destination. Building on the second quarter's success, we continued to generate excitement through the launch of new, segment-specific custom content, as highlighted below. Based on third-quarter performance, the campaign is meeting or exceeding all key performance indicators across all segments.

- **Hispanic Audience:** On top of continuing to air local broadcast vignettes, featuring *Despierta America* talent, Alan Tacher, we launched new paid social custom content featuring the [Two Outsiders](#) social influencers, showcasing a luxury vacation in Orlando. In addition, we saw the return of the Travel Conmigo series featuring Fernanda Romero. This time, Fernanda traveled to Orlando with her son and mother, to showcase multigenerational travel.
- **Black American:** In the third quarter, we launched two new pieces of custom content. The first was a paid social trip itinerary carousel on Instagram featuring influencer [Coco Bassey](#) on a luxury girls' trip with her sister visiting various Orlando hot spots. The second was a [thrilling video series](#) with influencer Selorm and her partner, enjoying gator adventures throughout Orlando and debunking "Things Black People Don't Do," her popular video series on BuzzFeed's Cocoa Butter channel.
- **LGBTQ+ Audience:** Building on the previous quarter's momentum, we continued promoting branded travel experiences crafted from the perspectives of LGBTQ+ influencers, showcasing Orlando's inclusive attractions and vibrant hotspots.
- **Asian American Pacific Islander:** The promotion of tappable storyboard custom content article featuring influencer Jasmin Kim and family wrapped at the end of the third quarter. The 2025 campaign exceeded all benchmarks and over delivered estimated impressions.

Domestic Co-op Campaign

During the third quarter, the Domestic Co-op Fall/Winter campaign achieved or surpassed performance targets for 100% of participating members. Participation also saw robust growth, rising 18% from our summer campaigns to a total of 27 member sign-ups. This elevated engagement was supported by the rapid deployment of nine distinct programs, one that launched in August and the remaining eight in September, with two additional programs running compared to our summer flight. Overall, our paid media campaigns were highly effective, yielding a total of 92 million impressions across the entire quarter (July 1 - Sept 30).

Additionally, the 2025 Golf Co-op campaign launched in early September to spotlight Orlando's championship golf courses, positioning the city as a golfer's paradise with world-class courses and legendary designers - all close to top attractions. Through targeted web ads and strategic partnerships with Trip Advisor and Sojern, the campaign generated over 34,000 impressions and strong engagement within the first 30 days, with Trip Advisor's click-through rate outperforming industry benchmarks.

Visit Orlando's Magical Dining

The third quarter celebrated the highly anticipated return of Visit Orlando's Magical Dining, presented by Orlando Health, commemorating its 20th anniversary. The milestone year continued to spotlight Orlando's diverse culinary scene while reinforcing the campaign's longstanding impact and community engagement. From Aug 15 through Sept 30, participating Orlando-area restaurants incorporated specialty \$40 and \$60 three-course menus to encourage both visitors and locals to dine, supporting local businesses and local charities. This year's Magical Dining advertising campaign continued building upon the previous year's success and included paid search; paid social; video; YouTube; broadcast and streaming radio; print and outdoor media placements. The paid search, social and video campaigns targeted Central Florida foodies, while print and outdoor were leveraged to extend reach and visibility throughout the Greater Orlando area. Orlando Health supported the program by marketing it to their 30,000+ team members and physicians through eNewsletters, social media campaigns and in-office/hospital digital displays. To further increase excitement, our broadcast radio partner introduced a new feature where select restaurants delivered Magical Dining menu items for on-air talent to sample and promote live. In addition to this food delivery feature, the partnership included online and social giveaways, calendar listings and over 200 live radio mentions.

Canadian Marketing Campaign

The third quarter for the Canada brand campaign generated session and engaged session metrics that surpassed all key performance indicators. Similar to our Domestic brand campaign, we spent July and August reinforcing our well-established *Unbelievably Real* message, utilizing digital display; paid and boosted social; and paid search to provide crucial, always-on media support to our core travel enthusiast audience. On Sept 8, we launched our new 'Moments in Between' creative with a full-scale, multi-channel strategy to reach as many people as possible. By adding high-impact channels like TV and digital video to our core digital mix, we expanded our reach and told a heartfelt story about the unforgettable memories Canadians can create in Orlando, inspiring them to experience the magic for themselves.

United Kingdom/Ireland Marketing Campaign

During the third quarter, our U.K. and Ireland marketing efforts were strategically focused on maintaining a strong presence across core channels, with a planned increase in media investment throughout September. This timing was chosen to ensure Orlando remained top-of-mind during a critical vacation planning period.

In September, we expanded our paid social strategy by launching content on Pinterest. The creative was designed to be visually engaging and inspirational, encouraging users to consider Orlando as a travel destination. Our search engine marketing (SEM) also delivered strong results, with Performance Max optimizations leading to a notable reduction in cost-per-click. These improvements helped us meet our goals for both total sessions and engaged sessions for the year.

We also activated digital display campaigns, which delivered broad reach and strong visibility. These campaigns ran across premium and contextually relevant placements, featuring compelling creative that

resonated with our target audience. A key component of this strategy included a partnership with [NetMums](#), where high-viewability display ads supported custom articles that highlighted the many facets of Orlando as a family-friendly destination.

We launched the new 'Moments In Between' campaign creative across all display and video platforms. This was designed to enhance ad recall among family audiences and ran alongside our existing *Unbelievably Real* brand creative with deployment across Linear TV and Broadcaster Video On Demand in both the U.K. and Ireland, as well as on Disney+ and other premium AVoD/CTV publishers in the U.K. The media plan included placements in high-profile content such as *Wicked*, *Good Morning Britain* and *Formula One*.

A new 'Moments in Between' radio spot also launched in September on Heart Radio, capturing the emotional essence of Orlando through spontaneous, unscripted moments. Crafted for UK audiences, the creative emphasized family connections through immersive sound design and evocative storytelling. The spot anchored Visit Orlando's second-half media strategy, reinforcing brand positioning and driving awareness during a key travel planning period.

Outdoor advertising was also a key component of our September activity, with campaigns launching across London, Manchester and Edinburgh.

In Ireland, the campaign kicked off on Sept. 1 with TV and streaming video, followed by outdoor activations beginning Oct. 6. Strategic placements in Dublin's Jervis and Stephen's Green Shopping Centres positioned the brand at the heart of seasonal retail traffic. To maximize urban reach, Bus T-Sides are being leveraged to engage both commuters and pedestrians across the city.

Initial performance data indicates that the new 'Moments In Between' creative - targeted to both family and adult audiences - have driven more traffic to our website than any previous creative assets. This suggests strong audience engagement and effective message delivery.

Overall, our third quarter efforts in the U.K. and Ireland have laid a strong foundation for continued momentum into quarter four, with Orlando remaining a top consideration for family travellers.

Germany Marketing Campaign

Our marketing strategy in Germany continues to focus on increasing Orlando's appeal to travellers by using personalized messaging that drives high-intent traffic to our website and strengthens overall destination awareness.

Throughout the third quarter, paid search performance continued to improve. Although we slightly reduced our media spend, traffic volume remained steady. This was largely due to more efficient cost-per-click rates, achieved through targeted optimizations. These efforts kept us on track to exceed our goals for both total sessions and engaged sessions.

On Meta (Facebook and Instagram), we followed a similar approach. Despite a modest decrease in spend compared to the previous period, we maintained a strong presence and delivered approximately 11 million impressions at a healthy cost per thousand (CPM). Click-through rates increased, which helped sustain strong traffic levels and contributed to a more efficient cost-per-click.

Brazil Marketing Campaign

The third quarter marked a key moment in Visit Orlando's media strategy with the launch of its always-on brand campaign in July. This phase focused on keeping the brand visible and engaging across major digital platforms like search, programmatic display, boosted social media and database acquisition. The goal was to maintain audience interest and build momentum ahead of the main campaign rollout.

In September, the campaign moved into its core phase, increasing investment and creative efforts while expanding across all priority channels, including paid social, streaming video, television, connected TV and outdoor. During this period, Visit Orlando unveiled its new *'Moments In Between'* campaign creative and executed a full omnichannel activation - delivering a unified and consistent message across all key platforms, including digital, social, broadcast, print and in-person experiences. This approach ensured

that audiences encountered the campaign seamlessly, no matter where or how they engaged with the brand.

The outdoor campaign launched on Sept 21 across two of São Paulo's most prestigious retail locations - El Dorado Mall and JK Iguatemi. These premium, high-traffic environments provided direct access to affluent consumers, perfectly aligned with Visit Orlando's target audience.

Simultaneously, the paid television campaign rolled out on Brazil's top-performing family entertainment networks, including Universal TV (NBCU), Viva (Globosat), AXN, TNT and Warner (Warner Bros.), amplifying reach and reinforcing brand recall among high-value audiences.

On digital, we continued the lead generation campaign initiated in the first half of the year, set to conclude at the end of October. So far, we have exceeded the annual lead generation goal by 19%. Online video is the emerging media channel as this quarter's top-performing format, delivering +27% impressions above target and driving strong awareness growth. While website traffic pacing remains behind across most channels, strategic optimizations are underway to strengthen performance for the remainder of the year.

Despite some pacing challenges, Orlando continues to stand out as a top travel choice among Brazilian consumers. By the end of September, the campaign had already generated 17.61 million website sessions, with 6.9 million qualified as engaged users. These results demonstrate exceptional reach, reaffirming Orlando's position as one of Brazil's most desired international destinations.

Colombia Marketing Campaign

Colombia continues to stand out as one of Visit Orlando's most engaged markets. This quarter, the country exceeded expectations in website visits, lead generation and overall engagement, proving once again that Orlando is top-of-mind for Colombian travelers. The results also show how effective our full-funnel media strategy has been in reaching and inspiring this audience.

The quarter kicked off in July with our always-on campaign, designed to keep Orlando visible during the slower travel season. Through boosted social media, search ads, programmatic display and database growth efforts, we kept the brand front and center while laying the groundwork for a stronger push later in the quarter.

In September, we moved into the core phase of the campaign. We increased investment in existing channels and added television, paid social, Connected TV and streaming video to create a true omnichannel experience. This phase also introduced our new 'Moments in Between' creative.

On TV, we focused on family-friendly messaging and placed ads on popular networks like AXN, Space, TNT and Warner to connect with parents and kids. Our digital efforts continued to perform well, reaching not just families but also couples and solo travelers planning future vacations. Search ads drove 9% more website traffic than expected and accounted for over a third of all second-half sessions. Display ads boosted traffic by 20% while keeping costs efficient.

By the end of the quarter, the campaign had delivered nearly 12 million website sessions. Colombia had already surpassed most of its second-half goals, hitting 136% of the social engagement target, 113% of website sessions, 97% of lead generation and 93% of engaged sessions.

These results show that our strategy in Colombia is working. The creative messaging is resonating, the media mix is well-targeted, and Orlando remains a favorite destination. As we head into the final months of 2025, we'll focus on keeping up the momentum, fine-tuning our digital channels and turning engagement into travel bookings, ensuring Orlando stays a must-visit spot for Colombian travellers.

Mexico Marketing Campaign

In the third quarter of 2025, Visit Orlando made great strides in connecting with travelers in Mexico. We kept our brand top of mind through a continuous campaign that began in July, using search, online ads, TikTok, social media and email outreach to build awareness and interest.

By September, we moved into the heart of the campaign and introduced our new 'Moments In Between' campaign creative. We expanded our reach by adding TV, streaming platforms, outdoor ads and paid social media, creating a well-rounded strategy that met consumers wherever they were.

Our outdoor ads appeared in five of Mexico City's most popular malls - Perisur, Centro Santa Fe, Artz Pedregal, Mitikah and Antara - places known for attracting travelers who love to explore. Online, we focused on platforms that drive the most traffic to our website, including rich media, display ads and video. We also invested in Connected TV, placing ads on Netflix, Disney+ and Max to reach viewers on their favorite streaming services.

Mid-September marked the launch of our paid TV campaign, which aired on family-friendly networks like Universal TV, TNT, Warner and AXN. These channels were chosen to connect with audiences who are most likely to plan vacations together.

Our digital lead generation efforts continued to grow our audience in Mexico. Meta (Facebook and Instagram) stood out, driving a 27% increase in website visits and accounting for a third of all traffic in the second half of the quarter. Online video was also a hit, delivering over 13 million views with a 96% completion rate - proof that our message is resonating. We're now focusing on optimizing YouTube to bring even more visitors to our site.

Overall, quarter three was strong. The campaign delivered 15.13 million website visits, with 6.8 million showing high engagement. We exceeded our goals, reaching 160% of our target for website sessions and 130% for engaged visits. Our lead generation efforts are also on track, with over 3,600 new qualified leads collected.

This performance shows how Visit Orlando's smart mix of media, creative storytelling, and data-driven planning is helping more Mexican travelers discover everything Orlando has to offer.

Meetings & Conventions Marketing Campaign

Meetings & Conventions Brand

In the third quarter we maintained the always-on meetings and conventions paid media effort, targeting meeting planners across the U.S. through video, paid social, digital, paid search and print placements. We launched additional new creative sets across digital and paid social and a series of dynamic new digital placements in collaboration with our trusted B2B meetings and convention partners. These efforts were designed to further expand our visibility and influence among meeting planners nationwide. Based on performance through the third quarter, the campaign is on track to deliver against all key performance indicators. Additionally, the 2026 Sales and Marketing Plan was completed and delivered to the Orange County Convention Center team.

C-Suite Campaign

The C-Suite campaign, focused on reshaping U.S. executives' perception of Orlando as a premier business travel destination. In the third quarter, we also launched media with a new digital media partner to increase reach and visibility amongst C-Suite executives and top decision makers. Based on performance throughout the third quarter, the campaign is on track to deliver against all key performance indicators.

Meetings & Conventions Co-Ops

The meetings and conventions annual co-op campaign continued maintaining an always-on approach, leveraging digital, paid social and video placements. It included full-page advertisements in select B2B print magazines, further extending visibility for participating members. Based on performance, the campaign is on track to deliver against all key performance indicators.

The fall co-op program launched on Sept. 1 and over-delivered against estimated impressions within the first month of being live. The campaign will continue to run through the end of November, utilizing paid social and digital channels to drive awareness.

These campaigns continue to feature member-specific creative to increase awareness about all the different meetings and convention venues in Orlando, complementing our continuous meetings and convention efforts.

Media Results

Advertising Campaigns	Q3 Impressions	YTD Impressions	Description
United States (Domestic)	1.172 B	3.870 B	TV/Streaming TV, Outdoor, Digital Display, Digital Video, Paid and Boosted Social, Paid Search
Orlando for All (US)	36.66 M	82.06 M	Digital, Digital Video, Streaming TV, Broadcast TV, Outdoor, Social
United States (Domestic Co-Op)	91.98 M	286.43 M	Digital Display, Digital Video, Paid Social
Value Of Tourism	25.49 M	140.95 M	Radio/Streaming Radio, Outdoor, Digital Display, Video, Paid Social, Print
Magical Dining	28.07 M	28.07 M	Digital Video, Search, Social, Broadcast Radio, Print, Outdoor
Canada	94.08 M	608.79 M	TV/Streaming TV, Outdoor, Digital Display, Digital Video, Paid and Boosted Social, Paid Search
U.K. / Ireland	212.17 M	1.223 B	TV/Streaming TV, Digital Display, Digital Video, Paid and Boosted Social, Paid Search
Germany	14.16 M	155.01 M	Paid Social, Paid Search
Brazil	328.89 M	1.068 B	TV/Connected TV, OOH, Digital Display, Digital Video, Paid and Boosted Social, TikTok, Paid Search
Colombia	147.46 M	505.72 M	TV/Connected TV, Digital Display, Digital Video, Paid and Boosted Social, TikTok, Paid Search
Mexico	131.49 M	804.09 M	TV/Connected TV, Digital Display, Digital Video, Paid and Boosted Social, Paid Search
Meetings & Conventions: Brand	31.15 M	166.54 M	Outdoor, Digital, Digital Video, Paid Social, Paid

			Search, Print
Meetings & Conventions: C-Suite	169.64 M	283.69 M	Digital, Digital Video, Paid Social, Podcasts, Print
Meetings & Conventions: Annual Co-Op	28.81 M	71.62 M	Digital, Digital Video, Paid Social, Print
Meetings & Conventions: Spring Co-Op	-	5.92 M	Digital, Paid Social
Meetings & Conventions: Fall Co-Op	14.07 M	14.07 M	Digital, Paid Social

Global Website – VisitOrlando.com

July - September	Q2 2025	Year To Date
Total Sessions	18.11 M	85.69 M
Engaged Sessions	8.5 M	38 M

Direct Marketing

eNewsletters

We continue to send eNewsletters to our full engaged consumer database. Future reports will focus on subscribers who have shown 'active engagement' with the Visit Orlando brand - those who click within the Orlando Insider eNewsletter or go to VisitOrlando.com. These subscribers are most likely actively researching Orlando as a vacation destination.

Market	Delivered	Open Rate	Click Rate	Through	Click-To-Open Rate
United States Active Engaged^ consumer	221,511	26.4%	1.2%		4.7%
Florida/Georgia* Active Engaged^ consumer	102,037	40.4%	2.5%		6.1%
International Active Engaged^ consumer	14,543	19.9%	3.1%		15.7%
Meetings & Conventions	56,429	31.7%	1.8%		5.6%
Travel Industry Sales	73,402	31.6%	1.5%		4.7%

^Active engaged subscribers are those who click within a Visit Orlando email or visit our website in the last 8 months.

**Florida & Georgia data is not included in United States. Data: Starting in Q2, Florida deployments now include Georgia as well.*

Content

Visit Orlando's editorial content team produced 28 new or majorly updated blogs for the consumer website that supported the following marketing initiatives: holiday/event travel (summer & fall visitation, food festivals; college bowl games; Hispanic Heritage Month; Come Out With Pride; Halloween), culinary tourism (including Visit Orlando's Magical Dining presented by Orlando Health); cultural tourism; value messaging; theme park and attraction spotlights; nightlife; sports and outdoors; shopping; places to stay; and trip planning.

For the meetings website, the team assisted with the production of blogs about convention hotel bars, *Unbelievably Real* meeting enhancements, nocturnal activities for business groups and several co-op blogs.

These efforts were supplemented by new landing pages for our golf co-op and 'City Break' campaigns; 86 maintenance updates for consumer and meetings blogs; 97 updated landing pages for Visit Orlando websites; 11 e-Newsletters; and 1,176 event listings.

Social Media

The third quarter of 2025 was very active for the social media & content team, with 461 published posts across the Visit Orlando social media channels. Content focused on summer events, water parks, cultural tourism (supporting the new fall music festival) and the start of Hispanic Heritage month.

Mid-September was the launch of the new 'City Break' campaign, which came to life on the social side through TikTok, where this age demographic is prominent. The campaign will run through mid-November.

July - Sept	Q3 2023	Year to Date
Impressions Paid + Organic Impressions (Facebook, Instagram, X, Pinterest, TikTok, LinkedIn)	608,677,766	2,315,761,242
Visit Orlando Blog (Total Page Views)	1,164,564	4,900,996
Visit Orlando Followers (Facebook, Instagram, X, Pinterest, TikTok, LinkedIn, YouTube)	Secured 31,539 new followers	2,578,986 total followers

GLOBAL COMMUNICATIONS

Summary

Through the end of the third quarter, the public relations team has secured more than 2,400+ stories by leveraging high-impact global initiatives. To date, the team has hosted 84 media participants across 8 group press trips, along with 33 individual media and 46 influencer trips through October. This quarter's focus centered on promoting Orlando's Halloween offerings, continuing culinary messaging with the return Visit Orlando's Magical Dining, attending two major media missions - IMEX and Visit USA Media Marketplace in the U.K. - and hosting a significant domestic broadcast opportunity promoting multigenerational travel in top U.S. markets.

Global Initiative

To position Orlando as the Halloween Vacation Capital, the team shared news about the diversity of Halloween experiences with domestic and international media, resulting in coverage from [NerdWallet](#) (U.S.), [Recommend Magazine](#) (U.S.), [Allegiant nonstoplife](#) (U.S.), [Family Vacationist](#) (U.S.), [Travel Industry Today](#) (Canada) and [Breaking Travel News](#) (U.K.).

Local Publicity

The team emphasized local programs, providing travel performance insights and annual data to keep both media and residents informed about the travel industry's economic impact and significance to Central Florida. In total, the team hosted two press events, facilitated 29 interviews, and provided 15 statements.

In July, the team announced the 20th anniversary of Visit Orlando's Magical Dining, presented by Orlando Health, during the program's first-ever press conference at the REED Charitable Foundation. The announcement generated 140+ stories globally, with 75% local coverage. Nearly all core local media attended, along with 10+ Brazilian influencers who regularly collaborate with Visit Orlando.

The *Orlando Sentinel's* food writer Amy Drew Thompson produced five feature stories, including:

- [Special dishes help celebrate 20 years of Magical Dining](#)

- [Magical Dining 20th anniversary: Meet Everglades Restaurant, one of the originals](#)
- [What is Magical Dining's most asked question](#)

To continue momentum, Visit Orlando's leadership conducted several interviews - from in-studio segments with Jason Guy for [WESH's morning show](#), to virtual interviews and live shots at partner restaurants, including a [FOX 35 morning show](#) appearance with David Martin.

The team also hosted two media previews with a dozen journalists and foodie influencers/bloggers at new program restaurants, The Palm Tree Club and Otto's High Dive, and partnered with Yelp to host two Elite Squad Member events at Everglades (an original Magical Dining participant) and Reyes Mezcaleria (timed for Hispanic Heritage Month). Coverage spanned leisure and meetings media, along with influencer coverage, including [BizBash](#), [@motorcitymouse](#), [OrangeObserver](#), [WESH2News](#), [GottaGoOrlando.com](#), [FOX35](#), [fox35.com](#) and [Orlando Date Night](#).

To promote the Visit Orlando Magical Nights program - designed to drive overnight stays from key markets such as Miami and Tampa - the team partnered with 13 influencers, producing 52 pieces of content.

In August, Visit Orlando hosted its first virtual press conference, featuring the President & CEO of Tourism Economics, revealing the record-breaking economic impact of Central Florida's tourism industry in 2024. Coverage appeared in [West Orlando News](#), [Spectrum News 13](#) and [FloridaPolitics.com](#),

National Media

In recognition of Grandparents' Day (September), the team partnered with nationally recognized travel expert Emily Kaufman (*The Travel Mom*) for a satellite media tour focused on multigenerational family travel. Segments highlighted Orlando's theme parks, attractions, dining and family-friendly accommodations, airing in major markets including Atlanta, Boston, Chicago, D.C., Houston and Philadelphia.

We helped shape a compelling narrative on Mills 50 for a feature in [National Geographic](#) by working closely with a freelance travel writer to create a custom itinerary exploring the area's award-winning and Michelin-recognized restaurants, murals and small businesses to experience the vibrant neighborhood like a local. Orlando was recognized as a top toddler vacation destination by [The Points Guy](#), a budget friendly summer family destination in [Good Housekeeping](#) and for our evolving culinary scene in [USA Today](#).

We also hosted writers and editors from Good Housekeeping, Vogue, Miami Herald, Timeout Miami and Tampa Bay Times this summer to promote our dining scene, what's new, outdoor experiences and Orlando's diverse neighborhoods.

We collaborated with Florida-based influencer, [@sarahsoutdooradventuresfl](#), on a [@visitorlando](#) Instagram reel promoting Orlando's outdoor experiences as part of our ongoing outdoor campaign.

International

In the U.K., the team attended the Visit USA Media Marketplace, promoting Orlando updates through 15 media appointments with outlets including *The Sun*, *The Times*, *The Telegraph*, *National Geographic Traveller*, and leading content creators.

Additionally, we conducted 16 meetings at Travel Connect Group's U.K. Media Marketplace, engaging with 90 media from top publications such as *The Scottish Sun*, *Metro*, and *JRNY Magazine*.

Key U.K. coverage included two *Travel Goals* podcast episodes - "[Orlando for Adults](#)" and "[Why Orlando is America's Best Foodie City](#)" - as well as feature stories in [The Irish Sun](#) and [National World](#) spotlighting Orlando's outdoor adventures.

In Canada, where traditional media channels have become more limited, we pursued alternative partnerships, such as a collaboration with the Travel in 10 podcast (part of the Voyascope network). The first episode aired in September, showcasing [Orlando beyond the theme parks](#).

We also hosted our first Canadian influencer group press trip, themed *Girlfriends' Getaway*, with four top-tier influencers from Toronto and Montreal. They produced 21 Instagram reels cross-shared to TikTok and YouTube, generating an estimated media value of \$908,000. Coverage ranged from their accommodations at [Evermore Orlando Resort](#) to a [full trip recap](#) and [top places to dine](#).

In LATAM, the team partnered with Royal Caribbean to host one of the largest Latin American press trips to date. The "Land and Sea" group press trip brought together top-tier media outlets and content creators to experience both Orlando's vibrant offerings and the debut of Royal Caribbean's Star of the Seas, the world's largest cruise ship. By highlighting the seamless connection between Orlando and Port Canaveral, the initiative reinforced our destination appeal for extended land-and-sea vacations to inspire future travelers. Coverage to date include Brazil's [Andrea Miramontes](#), Colombia's [El Espectador](#) and Mexico's [Los 40](#).

We also collaborated with local Brazilian content creators' network by inviting 15 influencers to the Visit Orlando Magical Dining Press Conference and distributing participating restaurant's vouchers to 20 influencers, encouraging them to experience the program firsthand and share their stories with engaged audiences. Coverage to date include [Andreza Dica & Indica](#), [Procurando em Orlando](#) and [Dani de Souza](#).

The team distributed continued to share destination news in Spanish and Portuguese across the LATAM markets highlighting what's new; sports; dining; arts & culture; and shopping in Orlando. These efforts resulted in over 100 stories, including Brazil's [Metropoles](#) and [Qual Viagem](#); Colombia's [El Espectador](#) and [El Tiempo](#); and Mexico's [Concierge Magazine](#) and [Red Financiera](#) publications.

Meetings & Conventions

At IMEX, the largest U.S. trade show for the global meetings, events and incentive travel industry, Visit Orlando hosted trade media journalists and podcasters at our show floor booth for interviews with our chief sales officer, Lisa Messina. The topics ranged from the latest attraction openings to how Orlando maintains its top-tier position as a meetings destination. The appointments, along with a media press release pitch prior to the show, generated [pre-show](#) and [on-site](#) coverage in *Prevue*, an [article](#) and [podcast](#) in *Meetings Today*, thought leadership inclusion in an [Exhibit City News](#) story and [Day 1](#) and [Day 2](#) coverage in *Smart Meetings*.

LOCAL STAKEHOLDERS: COMMUNITY, LEGISLATIVE, INDUSTRY

Visit Orlando's weekly Tourism Matters email continued to reach thousands of industry and community leaders with organizational updates and the latest destination news. During the third quarter, president and CEO Casandra Matej met with business leaders, member companies, partner organizations, elected officials, and residents across the region to strengthen relationships and share tourism's impact.

In August, Visit Orlando released updated research from Tourism Economics, showing that tourism generated a record \$94.5 billion in economic impact for Central Florida, which is a 2.2% increase over the previous year. Direct visitor spending rose to \$59.9 billion, up 2.4% from 2023. On average, visitors spent over \$164 million daily, reducing the annual tax burden by \$7,474 per household region-wide, and \$10,200 for Orange County residents. Tourism supported 468,000 jobs, including 288,000 directly in hospitality and related services, accounting for 42% of all jobs in Orange County. State and local tax revenue from visitor activity totaled \$6.7 billion, a 2.5% increase.

Visit Orlando's "Tourism Benefits You" campaign continued to focus on real stories from our community, highlighting how tourism boosts local businesses, saves households thousands in taxes, and powers a wide range of industries. Our advertising strategy used a mix of radio, outdoor billboards, digital video, display ads, and social media to reach residents across the region. In May, we integrated video storytelling to better illustrate how tourism supports local businesses. This approach continued throughout the quarter and proved highly effective. In total, our third-quarter media efforts generated 25 million paid media impressions. The full-year campaign concluded in August with 141 million total impressions. Final print ads will appear in *La Prensa*, *Orange Appeal*, and *Orlando Weekly* this November.

In preparation for hurricane season, Visit Orlando team members toured Orange County's Emergency Operations Center and met with key leaders to reinforce collaboration efforts. We work closely with Emergency Management and hotel partners to monitor occupancy and communicate destination status during crises. These proactive relationships help ensure a swift and effective response when needed.

Lastly, our executive team and other staff members also connected with a wide range of stakeholders through speaking engagements to multiple groups, including:

- Orange County Commissioner Staff Lunch 'n' Learn
- Hilton Regional Area Hotels
- I-Drive Chamber of Commerce
- The Lions Club International
- SGMP Florida Education Summit
- Winter Park Rotary Club
- Crummer Graduate School of Business
- CFHLA Vacation Ownership Council
- Orlando Regional Realtors Association
- PRSA Orlando Chapter
- Orange County Board of County Commissioners
- HSMIA Central Florida
- Smart Meetings
- Orange Appeal Women's Conference
- Ventura Country Club Sunshine Ladies Club
- Priceline Agoda
- Digital Travel Summit
- GNEX-CRTA 2025
- UCF Hospitality Class
- AMCI EduSeries Webinar
- Tourist Development Council

MEMBER RELATIONS

Visit Orlando's membership team continued to build momentum in the third quarter, maintaining our base of over 1,600 company members. To date, over 260 new member companies have been recruited, reflecting the team's ongoing success in outreach and engagement.

In the third quarter, the team hosted a variety of education and business networking events to support member engagement and recruitment, including two sold-out Power Lunches, the reimagined Visit Orlando Industry Insights Forum, a New Member Recruitment Lunch and three Member Orientations.

The newly enhanced Industry Insights Forum received outstanding ratings, with 100% of attendees rating the General Session as excellent or very good. Attendees showed strong interest in returning to the event, with 98% reporting they are somewhat or very likely to participate again. This event, along with other membership events, provided valuable opportunities for networking and education, reinforcing the benefits of membership and strengthening our membership community.

Additionally, the membership team continued overseeing Visit Orlando's Magical Dining during its 20th anniversary year. Alongside recruiting a record 164 participating restaurants, the team hosted nine in-person restaurant kick-off training events in July. Membership will continue supporting these restaurants through the end of the year to complete post-program elements, including charity donations and restaurant surveys, demonstrating ongoing collaboration with members to benefit both the community and the organization.

CONVENTION SALES & MARKETING

Visit Orlando secures two types of meetings and convention business - citywide at the Orange County Convention Center and in-house at Orange County hotels.

M&C Sales Performance

- **Citywide:** The sales team secured future meetings and conventions with an estimated **859,700** attendees for the Orange County Convention Center, generating **\$2.1B** million in economic impact.
- **In-House:** The sales team secured future meetings and conventions with an estimated **167,350** attendees for Orange County hotels, generating **\$281** million in economic impact.

Citywide Production

July - September	Q3 2025	Year to Date
Future attendance ¹ secured	859,700	1,271,833
Estimated room nights ²	1,891,340	2,726,092

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 2025	Year to Date
Future attendance secured	167,350	597,951
Hotel room nights	375,640	1,283,397
Hotel leads	1,440	4,344

Citywide Sales Key Bookings

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

- Amateur Athletic Union of the United States 2028 & 2029: 300,000 attendees, June 2028/2029
- USA Volleyball Sunshine Classic 2026: 50,000 attendees, February 2026
- Florida Region of USA Volleyball 2026: 28,000 attendees, April 2026
- National Gymnastics Association 2026: 20,000 attendees, June 2026
- International Sign Association 2032: 20,000 attendees, March 2032

Hotel Key Bookings

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

- Jersey Mike's 2029: 8,620 total room nights, March 2029
- Wells Fargo 2026: 8,125 total room nights, May 2026
- NICE Systems 2027: 7,380 total room nights, May 2027
- NICE Systems 2028: 7,150 total room nights, May 2028
- Council on Social Work Education 2030: 7,029 total room nights, October 2030

Direct Sales Activities

Activity	Total Number	Total Participants
Tradeshows	27	3,064
Missions	2	71
Client Events	1	277
Site Visits	93	285

Destination Meeting Services

The destination services team conducted 39 client site visits and meetings in the third quarter and 16 member site visits.

July - September	Q3 2025	Year to Date
Service Leads Issued ¹	123	452

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

North America

Visit Orlando's support of the U.S. and Canadian markets remains strong, with efforts in Canada during more important than ever. This quarter, Visit Orlando attended the SYTA (Student & Youth Travel Association) conference in Savannah, GA, which drew over 1,000 student travel operators and suppliers. The team held more than 40 one-on-one tour operator appointments, sponsored two educational workshops, spoke on two panels and co-hosted a client event with Universal Parks and Resorts. Orlando continues to rank as one of the top three student travel markets in the U.S.

Visit Orlando had a strong presence at the Expedia Cruises Navigator Rally events in both Toronto and Orlando. Between the two events, we had the opportunity to network with over 750 franchise owners, managers and travel advisors from all over North America. These events gave us the opportunity to promote Orlando as the premiere pre/post cruise destination.

Support for our Canadian trade efforts included the Air Canada Vacations Product Launch events in Halifax, Montreal and Toronto, three annual events are attended by regional travel advisors who book Air Canada Vacation packages. As this was Air Canada's 50th anniversary celebration, all events were exceptionally well attended with over 2100 travel advisors. In addition, in collaboration with Brand USA we participated in the annual ACTA Association of Canadian Travel Advisors - conference in Toronto which was attended by over 450 travel advisors from all over Ontario.

Europe, Middle East, and Asia

Quarter three generated high engagement across the U.K. travel trade, with strong participation in agent training, roadshows and partnership activity. Over 1,000 travel advisors received in-person or virtual destination training during the quarter. The Orlando Travel Academy continues to perform as the centerpiece of our trade engagement strategy, supported by multiple incentives, webinars and partnerships. We collaborated with Virgin Atlantic Holidays, Gold Medal and Travel Republic on upcoming incentives and in-house training events. Our team participated in multiple national roadshows including Attraction World and Vista Travel, reaching over 300 agents and delivering more than 15 Orlando engagement and training sessions through partners such as USAirtours, Hays Travel, Gold Medal and IntelTravel.

The DACH region (Germany, Austria, and Switzerland) continues to show steady demand for Orlando despite broader market softness. Efforts this quarter focused on partner engagement, strengthening sales initiatives, and supporting the Orlando Travel Academy through participation in the Visit USA Switzerland Roadshow, which reached more than 150 travel advisors across six cities.

The trade team conducted over 25 sales calls with key operators including CANUSA, Knecht Reisen, Fairflight, Hotelplan, DER Touristik and America Unlimited. We also strengthened our relationship with Discover Airlines, with the Frankfurt-Orlando route maintaining an approximate 89% load factor and the Munich-Orlando route holding at 86% since launch.

In Spain, momentum continues to build following the launch of the Iberia Madrid-Orlando route. Engagement has centered on agent education, FAM coordination and co-marketing partnerships. Sales reports from Iberia regarding the direct route slated to launch at end of October are extremely positive.

To promote the Orlando Travel Academy, the team secured a trade campaign with Hosteltur, reaching over 100,000 subscribers. The campaign also aims to raise awareness and educate the market about the new Iberia Airlines direct route from Madrid to Orlando.

The trade team attended the IFTM luxury trade show in Cannes, where they held targeted B2B meetings with high-end operators and travel advisors, promoted Paris–Orlando connectivity, and introduced new luxury and family product offerings. This foundational work in France will inform future engagement strategies in 2026, including potential trade training and co-op partnerships with key operators.

Latin America

Visit Orlando hosted Brazil Sales Week in São Paulo and Rio de Janeiro, a strategic initiative to strengthen relationships with top-producing travel partners. Our CEO’s participation underscored Brazil’s importance as Orlando’s third-largest international market. In the first half of 2025, Brazilian tour operators partnerships generated over 325,000 room nights, driving \$171 million in economic impact. Throughout the week, Visit Orlando met leading operators such as CVC Corp, Agaxtur, Diversa Turismo and Easy Travel Shop, key players in sustaining Orlando’s position as Brazil’s preferred U.S. destination. These partners amplify our reach through training, promotion of the Orlando Travel Academy, and showcasing experiences beyond theme parks, ensuring Orlando remains top of mind for Brazilian travelers.

Further expanding our presence, Visit Orlando conducted a six-city roadshow in partnership with Universal Orlando Resort and United Parks, engaging more than 1,300 travel advisors across Belo Horizonte, Campinas, Curitiba, Porto Alegre, Brasília and Manaus.

The team hosted a Mexico Call Center and Training Week in Cancún, engaging over 300 travel agents across a three-day initiative in partnership with eight Visit Orlando members. Activities included marketplace sessions with PriceTravel and Despegar, Mexico’s leading online tour operators, as well as a regional training seminar in collaboration with Azabache, welcoming agents from Mérida and surrounding cities.

Visit Orlando participated in the Discover America Forum in Bogotá, hosted by the U.S. Embassy and organized by the U.S. Commercial Service. The event gathered over 60 senior leaders from Colombia’s top travel companies, providing a strategic platform for destination training and updates, as well as discussions on key outbound travel topics such as visa requirements and entry processes.

In addition, Visit Orlando supported LATAM Day, an annual roadshow organized by LATAM Airlines, across Bogotá, Medellín and Cali. The event aligned strategically with LATAM’s recent Bogotá–Orlando frequency launch, enhancing direct connectivity between Colombia and Central Florida. Visit Orlando engaged with top-producing IATA agencies through face-to-face meetings, delivering destination updates to over 400 travel advisors.

Expanding efforts in LATAM, Visit Orlando completed a five-day initiative in Peru, including strategic meetings with six major wholesalers and training seminars in Lima and Arequipa. In collaboration with United Parks, Copa Airlines and Visit USA Peru, more than 300 travel agents were trained, exceeding attendance expectations and reinforcing Orlando’s presence in this emerging market.

Visit Orlando traveled to Buenos Aires to participate in FIT (Feria Internacional de Turismo), Argentina’s leading trade show, and conducted an Argentina Sales Call Week. Activities included one-to-one meetings with existing partners and new accounts, and a training seminar in partnership with All Seasons attended by upwards of 100 advisors.

As part of Visit Orlando’s strategic expansion, the team participated in the Brand USA Sales Mission Chile, engaging with more than 100 influential travel professionals. The program included strategic meetings with four leading companies, two training sessions and interactive sessions with 95 travel advisors.

July-September	Q3 2025	Year to Date
Travel professionals trained (in-person and online)	12,174	36,979
Orlando Travel Academy Graduates	3,276	7,732
Travel professional events (tradeshows, missions)	9	23

Visit Orlando
Results of Operations
For the Nine Months Ending September 30, 2025

	<u>Third Quarter</u>	<u>Year-to-Date</u>
Revenues		
Tourist Development Tax	21,352,365	74,751,583
TDT Programs	473,089	1,527,168
Total Receipts	<u>21,825,454</u>	<u>76,278,751</u>
 Expenses		
Global Marketing	14,153,558	53,704,131
Convention Sales	3,452,118	11,581,329
Information Technology	867,378	2,667,376
Client & Guest Member Services	406,296	1,265,109
Market Research and Insights	623,166	1,324,910
Administration	1,572,661	4,303,185
Total Expenditures	<u>21,075,177</u>	<u>74,846,041</u>