

Board HIGHLIGHTS



Those of us in Orlando's travel industry launched headlong into 2016 at a fast pace. No sooner had we begun, we announced at the National Travel & Tourism luncheon to an audience of more than 800 and media that in 2015 Orlando set yet another milestone, welcoming 66 million visitors! Coupled with that success, this quarter Orbitz.com ranked Orlando the top spring break destination and Gallup cited us as number one in the nation for job creation.

This enthusiasm was fueled by our targeted marketing efforts, including the spring campaign. "Orlando. The Never Ending Story" which took over the important New York and Chicago markets delivering 282 million impressions which urged visitors to "Explore. Plan. Save."

We continued our focus in Brazil with a national consumer marketing plan directed at women which gave Orlando the highest travel market share of any U.S. city. While in Canada we enjoyed more than 4 million impressions thanks to our partnership with the Toronto Maple Leafs, our presence at the Colombian Association of Travel and Tourism Agencies reached thousands of tourism professionals. Finally, we hosted top tour operators from the U.K. for the Orlando Magic NBA game against the Toronto Raptors played in the U.K. and continued our "Orlando. The Never Ending Story" U.K. campaign which created 157 million total impressions for our destination. These combined efforts no doubt led to our ranking by the U.K. *Mirror* as 'one of the highest value destinations for summer.'

When CVENT released its annual list of the most popular meeting hotels in the nation, 12 were Visit Orlando members — giving our destination more mentions than any other U.S. city. Such accolades were not missed by meeting planners who booked an 11 percent increase in conventions over last year. Over at the Orange County Convention Center, we began the year with 41 citywide events, which reported an attendance bump of an amazing 22 percent above last year's first quarter. Overall, the center's projected growth looks to make this the third year in a row of increased convention attendance.

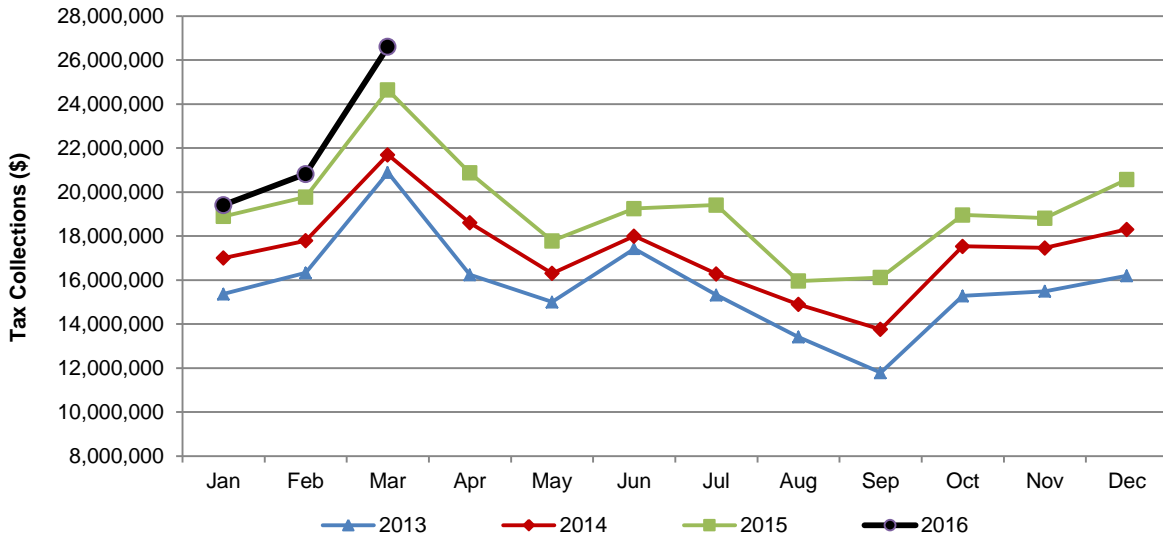
None of this success would be possible without the support of our members. Visit Orlando rolled out new member programs, including co-op advertising opportunities for summer/fall exposure. There were member programs and publications aimed at convention, visitor and special-interest audiences as well as inclusion in the *Orlando Arts Magazine* which allowed us to showcase the destination's tourism offerings while also supporting Central Florida's cultural and arts community.

Thanks to the investment of Visit Orlando and our tourism and community partners, Orlando is poised to welcome even more visitors this year. As we prepare to enter the summer travel season our destination will introduce a number of new attractions to the travel landscape which will further fuel interest in our destination while continuing to boost our vibrant and growing economy.

George Aguel
President & CEO

INDUSTRY PERFORMANCE

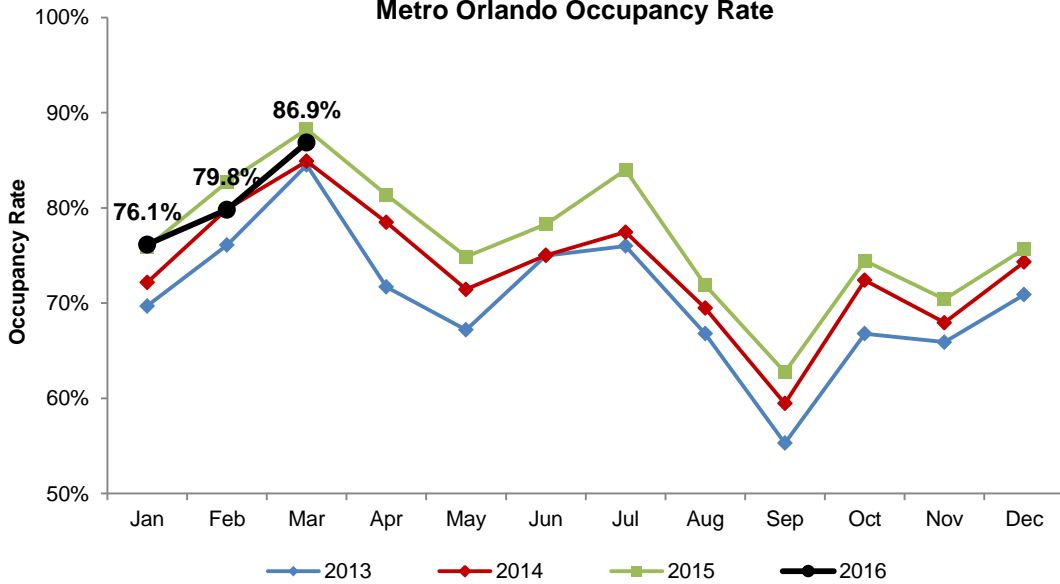
Orange County Tourist Development Tax Collections



Metro Orlando Lodging Indicators

The following results are based on the January through December 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.

Metro Orlando Occupancy Rate



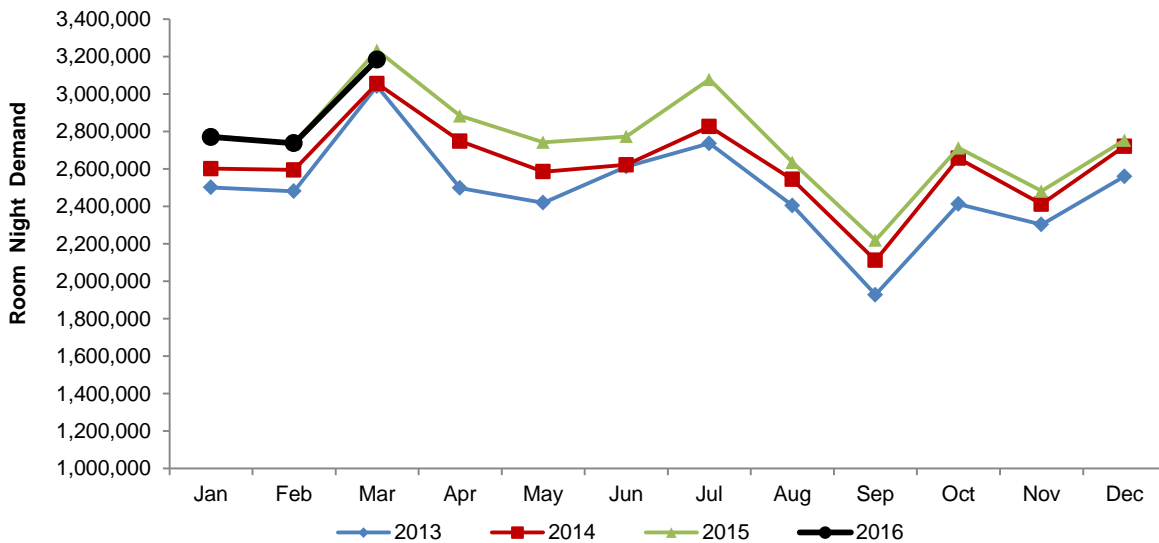
Occupancy

	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	82.4%	84.2%	-2.1%	82.4%	84.2%	-2.1%
Metro Orlando	81.0%	82.3%	-1.5%	81.0%	82.3%	-1.5%
National	60.7%	61.0%	-0.5%	60.7%	61.0%	-0.5%
Florida	77.8%	78.8%	-1.3%	77.8%	78.8%	-1.3%

Average Daily Rate

	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	\$139.38	\$131.01	6.4%	\$139.38	\$131.01	6.4%
Metro Orlando	\$129.48	\$121.75	6.4%	\$129.48	\$121.75	6.4%
National	\$120.92	\$117.16	3.2%	\$120.92	\$117.16	3.2%
Florida	\$159.45	\$153.84	3.6%	\$159.45	\$153.84	3.6%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Supply¹	10,734	10,632	1.0%	10,734	10,632	1.0%
Demand²	8,692	8,747	-0.6%	8,692	8,747	-0.6%

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

In February 2016, Visit Orlando launched the Spring U.S. campaign in New York City and Chicago delivering 282 million impressions. The integrated campaign continued to build off the new “Orlando. The Never Ending Story” creative with a focus on “Explore. Plan. Save” as a call to action. The campaign included traditional TV, digital TV, digital radio, print, social, digital display and search engine marketing (SEM). It also included bus wraps, taxi toppers and cinema. In New York, outdoor placements included a digital takeover in Penn Station and digital boards in Madison Square Garden, Times Square, Macy’s and the Port Authority with Orlando’s message on more than 34 signs. In Chicago, over 60 static and 15-second video boards were placed in the Ogilvie Transportation Center. The campaign ended April 3.

Famed chef Emeril Lagasse partnered once again with Visit Orlando to produce a dedicated 30-minute TV show, to appear within his show Emeril’s Florida, featuring the area’s incredible culinary offerings. During the first quarter, the show generated \$87,000 in equivalent media value and recognized over 712,000 impressions.

The Orlando Magic (National Basketball Association) and the Orlando Solar Bears (ECHL Hockey League) showcased the destination with season long partnerships with Visit Orlando. The Orlando Magic extensively integrated the destination within their online web efforts while the Orlando Solar Bears prominently displayed the Visit Orlando logo on the back of all players’ jerseys. Combined, the two teams generated over 3.3 million impressions.

Brazilian Marketing Campaign

The 2016 campaign marks the eighth consecutive year during which Visit Orlando and its theme park partners launched a national consumer marketing campaign in Brazil targeting women in the upper class (A and AA). Orlando has the highest travel market share of any U.S. city and despite the challenges in the country, it is important to keep the pressure to ensure we don’t lose it. Brazil is our number one overseas market contributing more than 800,000 visitors annually. The campaign media is national with some additional print support in Sao Paulo and Rio de Janeiro. The media was launched in mid-March and will run until June on cable TV, targeted magazines, SEM, and online. In addition, social media efforts will focus on message delivery and engagement through Facebook and Instagram activities.

Direct marketing efforts included numerous e-newsletters to over 60,000 Brazilian consumers who have opted-in to receive information. The unique open rate and click through rates are above average industry measures, at 11% and 17% respectively.

The campaign is supported by a co-op with one of the largest Brazilian tour companies that books packages to Orlando, CVC. The co-op consists of television, online and social media and it will run until the end of May.

Canadian Marketing Campaign

Visit Orlando typically focuses most of our Canadian marketing efforts in the fall when Canadians are making decisions about winter travel to warm weather destinations. However, the exchange rate (\$.76 CAN to \$1 US) has been affecting travel to the destination so we wanted to start earlier to impact travel in 2016.

Targeting Orlando’s number one international market in the middle of winter was achieved when Visit Orlando partnered with Canada’s Weather Network (TWN) on February 22-28 to broadcast a full week of their national morning TV show from a number of locations. The live broadcast included segments from Walt Disney World Resort, Universal Orlando Resort and SeaWorld Parks & Entertainment as well as segments on eco adventures, dining, nightlife, shopping, and outdoor adventures.

Additionally, a three-week digital buy was placed on TWN promoting “Deals Made for Canadians”, targeting those concerned about the poor exchange rate.

A Facebook initiative mentioning a TWN anchor and some of her in-market activities was posted to encourage Canadians to watch the segments. To enhance top-of-mind awareness, Visit Orlando is continuing to discuss unique things to do with an “always on” social presence. Including SEM, total impressions from advertising and promotional activities reached about 19 million.

The Toronto Maple Leafs is the most successful hockey franchise in the National Hockey League. Since it is based in the region that provides the majority of all Canadian visitors, Visit Orlando partnered with the team to execute a five-week promotion that included in-stadium signage on the jumbo-tron during all hockey games (as well as NBA Toronto Raptor basketball games), email communications, online exposure, and extensive promotional exposure during the broadcast of all their games. The effort generated over 4 million impressions.

E-newsletters were sent in January, February and March emphasizing a variety of topics including “what’s new” and “Deals Made for Canadians”. The Canada database had an average unique open rate of 17%.

The publicity team kicked off the year with a strong broadcast hit on Rogers Daytime using Orlando spokesperson, Angie Campanelli. Coverage was generated across the country with one article being published in more than 115 *Sun Media/Postmedia* publications.

Colombian Marketing Campaign

The Colombia Spring 2016 consumer marketing campaign launched in mid-March and will run until June. The campaign targets women in the A/B class with children in the household. National media consists of cable TV, targeted print, direct mail, online and SEM. In addition, social media efforts through Facebook will deliver the campaign message and engage with consumers.

Visit Orlando participated in the Colombian Association of Travel and Tourism Agencies’ (ANATO) tradeshow from February 24-26 where 50 countries were represented. Visit Orlando and six member companies participated in our booth under the Brand USA Pavilion. Approximately 37,000 tourism professionals and exhibitors met to strengthen and gain business opportunities. The team had appointments with 21 tour operators, agencies, and airline partners and interacted with more than 2,500 travel agents, and conducted trade publication interviews. During the same week, the trade team hosted a seminar for 378 travel agents in Bogota together with Disney Destinations at Aviatur’s product launch, ExpoAviatur. Visit Orlando also hosted our annual tour operator awards dinner event for 240 guests that included our eight key tour operator clients and their top travel agency accounts as well as our airline partners and other industry leaders.

United Kingdom Marketing Campaign

The global marketing campaign, “Orlando. The Never Ending Story” continued throughout the first quarter of 2016 in the United Kingdom, delivering over 157 million total impressions. Media consisted of broadcast TV and digital advertising with a more overt and always-on strategy for data capture from web site visitors. TV has an immediate effect in driving traffic to the U.K. web site and TV activity was optimized to best performing channels and dayparts.

An ad tracking study was conducted in February at the conclusion of the TV activity. On the heels of a strong debut in the U.K. market in the fall of 2015, awareness of the “Orlando. The Never Ending Story” campaign grew to 57%. The aggregated presence in the U.K. market worked to maximize reach, as aided awareness is at its highest point in the U.K. market since measurement began.

In January, the Visit Orlando U.K. team hosted 34 key tour operators for the Orlando Magic’s NBA game versus the Toronto Raptors played in London. With two dedicated hospitality suites, attendees ranged from airlines to tour operators, park partners and trade media. The Visit Orlando team was able to network with the industry members in a fun environment showcasing another side of the destination. For many of the guests, it was their first live basketball game so the event was a unique and memorable experience.

Direct marketing efforts continue to support our target and provide engaging information regarding news of the destination. The U.K. database had an average unique open rate for our first quarter e-newsletters of 17.6%.

Visit Orlando, in association with its members - SeaWorld Parks & Entertainment, Universal Orlando® Resort, Walt Disney World Resort and Merlin Entertainments - conducted a Travel Professional Roadshow that took place in nine cities across the United Kingdom, training more than 740 travel agents. The success of the event also resulted in great feedback from the agents.

The publicity team kicked off the year with strong results from our fall group press trip and our what's new in Orlando outreach, with coverage in outlets including *OK!*, *Woman Magazine* and *The Sunday Times*. We also participated in TravMedia's International Marketplace, which has resulted in multiple press trip leads with key media outlets. Orlando was also named a top value destination for summer as a result of our publicity efforts.

Media Buy (January – March)

Advertising Campaigns	Impressions	Description
U.S. Spring Campaign	323,329,000	TV; Print; Social; SEM; OOH; Digital TV; Digital Radio; Display
Brazil Spring Campaign	17,127,000	TV; Print; SEM; Digital
Colombia Spring Campaign	6,728,000	TV; Print; SEM; Direct Mail; Digital
U.K. Spring Campaign	157,120,000	TV; SEM; Digital

Global Website – VisitOrlando.com

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Monthly Users	2,522,623	2,228,964	13.0%	2,522,623	2,228,964	13.0%
Total Page Views*	10,438,487	10,649,236	-2.0%	10,438,487	10,649,236	-2.0%
Time Per Visit (average minutes)*	2:14	2:29	-10.0%	2:14	2:29	-10.0%
Site Satisfaction	7.5	7.5	0.0%	7.5	7.5	0.0%

*Attributed to increase in mobile traffic and shorter duration of visit on mobile. YTD Mobile is 40.6%, Tablet is 13.4% and Desktop is 46%.

Partnership Marketing

In partnership with VISIT FLORIDA, Orlando worked with the Chinese online travel series called Tudou to develop a 15-minute show that highlighted the destination including features on Walt Disney World, SeaWorld, The Orlando Eye, and The Mall at Millenia. The initiative generated almost 1.4 million impressions.

Below are some highlights from our first quarter activity:

January - March	Market	Form of Media	Impressions
The Weather Network broadcast	Canada	TV/Online	5,969,000
Toronto Maple Leafs promotion	Canada	In Stadium/TV/Online	4,100,000
Tudou video series	China	Online	1,370,000
Emeril's Florida show	U.S.	TV	712,000
Orlando Magic partnership	U.S.	Online	900,000
Orlando Solar Bears partnership	U.S.	In Stadium/Online	2,400,000
Total:			15,451,000

Consumer Fulfillment

Print and digital fulfillment of U.S. and Canada Vacation Planning Kits.

January - March	Q1 Results	Year-to-Date Results	
	Fulfillment Kits Sent Out	Fulfillment Kit Forecast YTD	Fulfillment Kits Sent Out YTD
	33,192	33,450	33,192

Direct Marketing e-Newsletters

Market	Delivered	Open Rate	Click Through Rate
United States Consumer	4,329,548	10.4%	13.1%
Florida Consumer	287,473	9.5%	12.6%
International Consumer	711,379	16.0%	18.1%

Visitor Services

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Number of Walk-ins (Visitor Center)	24,600	27,400	-10.2%	24,600	27,400	-10.2%
Contacts Received (Calls, Live-Chat & Email)	12,700	13,200	-3.8%	12,700	13,200	-3.8%

Variance of -10% in Number of Walk-ins at the Visitors Center stems from a very soft January where we saw a 27% reduction in visitors versus the previous year. February and March were flat to prior year.

Travel Industry Sales

Travel Industry Sales activities for first quarter included activities in the U.S., Canada, Argentina, Brazil, Colombia, Mexico, Chile, Germany, Scandinavia, U.K., China, and India markets.

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Total Tradeshows*	18	22	-18.2%	18	22	-18.2%
Client Contacts	14,960	12,546	19.2%	14,960	12,546	19.2%
Total Missions	4	2	100.0%	4	2	100.0%
Client Contacts	1,794	729	146.1%	1,794	729	146.1%
Total Client Events	61	48	27.1%	61	48	27.1%
Client Contacts	5,588	4,731	18.1%	5,588	4,731	18.1%
Total Sales Calls	1,156	1,098	5.3%	1,156	1,098	5.3%
Client Contacts	1,578	1,376	14.7%	1,578	1,376	14.7%
Total Fams**	3	5	-40.0%	3	5	-40.0%
Client Contacts	26	37	-29.7%	26	37	-29.7%
Total Educational Seminars	101	91	11.0%	101	91	11.0%
Client Contacts	7,705	6,483	18.8%	7,705	6,483	18.8%
Total Online Trainings	953	669	42.5%	953	669	42.5%

*Includes Table Tops; in the first quarter of 2015, the US team attended four Virtuoso regional tradeshows/events, which were not budgeted for this year.

**Scheduled Fams increase in the second and third quarters. Dates are contingent on air service and when the tour operators want to hold the events.

Global Communications

Public Relations

Due to timing shifts of pending media coverage, publicity results are slightly lower than the first quarter of 2015. Coverage for the first quarter of 2016 reflect results from efforts around promoting story lines on what's new in 2016 to key markets, spring break travel in the U.S. and winter getaways in Canadian media outlets. In the first quarter the team hosted several group press trips that began to garner results in first quarter, but will have all coverage hitting by the end of second quarter.

Content & Social Media

A strategic focus on creating content based on audience research along with driving traffic to our leisure website has led to an overall increase in audience engagement and CTRs on our social media platforms. Through new tools like Facebook LIVE, producing original content focusing on unique things to do and warm weather messaging, and an integrated approach with our domestic and international agencies has resulted in a 12.5% increase in overall impressions (native content) on Facebook and 43% increase in views of our leisure blog. We will continue to cultivate these tactics into second quarter.

Global Publicity

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions Public Relations	1.049B	1.128B	-7.0%	1.049B	1.128B	-7.0%

Social Media

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions Paid + Organic Impressions (Facebook)	16.2M	14.4M	12.5%	16.2M	14.4M	12.5%
Visit Orlando Blog (Total Page Views)	493,746	345,485	42.9%	493,746	345,485	42.9%

Corporate Communications

Speakers Bureau

Community Relations developed presentations that strategically position Visit Orlando as a leading economic development organization and showcase the positive and significant impact travel and tourism has on Central Florida. During the first quarter, Visit Orlando presented to community organizations including Medical Tourism Town Hall, Hainan Airlines (Chinese visit), Rosen College (Denmark visit), Tourism Orlando Leadership and Dubai Visiting Delegation.

The team also drafted the Orange County Board of County Commission presentation on January 5 and the Orange County Tourist Development Council presentation on April 8. President & CEO George Aguel presented at the Board of County Commission meeting and Tourist Development Council. Both presentations were broadcast live on Orange TV.

Community Involvement

Visit Orlando supports various events in the local community to reinforce our role as the leader in tourism and raise awareness of the hospitality industry. Visit Orlando continues to be a long-time supporter of the ZORA! Festival in Eatonville, Fla., as well as participate in the Beacon Network Diversity Awards, the Downtown Orlando Partnership Golden Brick Awards, the National Academy Foundation Dinner to benefit the Academy of Hospitality & Tourism, Orlando, Inc., Business Leader Roundtable, and the Brighthouse Networks Regional Business Awards.

Careers in Tourism

Visit Orlando, in partnership with the James Beard Foundation, is offering up to three college scholarships of \$2,500 each. Applicants must be a resident of Florida, must have earned a high-school diploma or equivalent and be enrolled or planning to enroll in a program of culinary arts, hospitality management, or food and wine studies at either the University of Central Florida or Valencia College. Visit Orlando also continues to serve on the National Academy Foundation (NAF) Advisory Board. The Academy of Hospitality & Tourism program is in place at five of the area's public high schools.

Tourist Safety

Visit Orlando continues to attend monthly Crime Intel Meetings with Sector 5 and 6 Tourist Oriented Police Sector (TOPS) officers, as well as industry professionals that aim to keep our visitors safe. Corporate Communications also serves as the liaison with the Orange County Office of Emergency Management.

Corporate Social Responsibility

The Board-designated Corporate Social Responsibility Taskforce selected three locally-based organizations for the coming year. [Big Brothers Big Sisters of Central Florida](#), which provides children facing adversity with professionally-supported relationships that change their lives for the better, has been selected to be the member events recipient. [Mustard Seed of Central Florida](#), which provides household furnishings and clothing to those who have suffered disaster or personal tragedy, was selected as the

recipient of Visit Orlando's Annual Golf Tournament proceeds. And finally, monies raised from Visit Orlando's Magical Dining Month will support the [Russell Home for Atypical Children](#), which provides a loving and caring home for brain-damaged children. Visit Orlando looks forward to working with these notable organizations.

PARTNER RELATIONS

Member engagement continues to be strong through a variety of opportunities to connect including new member orientation which introduced over 65 new members to the advantages of membership and the popular Party at the Pointe attracting hundreds of participants.

In the first quarter of 2016 the Member Business Development team closed advertising sales for the following member programs and publications: *Convention Attendee Guide*, *Official Visitors Guide* and *Official Attractions Guide*, the *Creative Meeting Professionals Guide* and the *LGBT Travel Guide*. The *Official Tour & Travel Reference Manual* sales are underway and will close in second quarter.

The Visit Orlando consumer website continues to be a highly visible and productive site that delivers a qualified and motivated consumer to our members' advertising and listing information. Sales efforts for other digital programs include the international and meetings websites, the digital response program units and e-newsletters that are being offered throughout the year.

New programs in development include member co-op advertising opportunities for summer/fall exposure via Florida in-state newspaper, radio, digital and printed inserts to help members showcase Florida resident specials and other attractive retail offers.

The Print & Digital team designed and produced the *2016 Visitors Guide*, *2016 Attendee Guide*, and *2016 Convention Attendee Guide*, along with the completion of the March/April issue and the May/June issue of *Orlando Arts Magazine*. Produced and published by Visit Orlando bimonthly as part of a decade-long community partnership with United Arts of Central Florida, *Orlando Arts Magazine*, covers Central Florida's cultural and arts events. The team also produced and implemented 553 other print and digital projects to support Visit Orlando's strategic goals.

MEETINGS & CONVENTIONS (M & C)

Convention Sales Performance

The Citywide Sales team booked future meetings with an estimated 233,400 attendees in the first quarter. The team booked approximately 22,300 more attendees in the first quarter of 2016 versus the first quarter of 2015 which is an 11% increase. The Orange County Convention Center had a strong start to 2016. The Center hosted 41 citywide events in the first quarter welcoming more than 405,000 attendees. Citywide attendance was 22 percent higher versus the first quarter of 2015. Overall, 2016 is pacing to be a good year at the Center, which is currently scheduled to host 112 citywide events, up from 98 in 2015. Citywide attendance is expected to increase for the third year in a row.

The Business Development team booked 156,057 room nights in the first quarter. This is a 22% decrease from the first quarter of 2015. The average size of meetings booked in the first quarter were smaller, but based on the activity in the pipeline these numbers are expected to right size by the end of the booking cycle.

January - March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
City-Wide Definite Attendance	233,388	211,049	11.0%	233,388	211,049	11.0%
City-Wide Estimated Room Nights¹	513,454	464,308	11.0%	513,454	464,308	11.0%
Business Development and In-Market Attendance	57,865	76,800	-25.0%	57,865	76,800	-25.0%
Business Development and In-Market Room Nights	156,057	200,020	-22.0%	156,057	200,020	-22.0%
Business Development Specialist Leads	263	215	22.0%	263	215	22.0%

¹ Estimated Room Nights = Definite attendance multiplied by average length of stay (2.2 nights)

Citywide Sales Key Bookings

A key multi-year booking in the first quarter was Microsoft. Microsoft will bring their new Ignite meeting with 30,000 attendees to Orlando in 2017-2021. These meetings will alternate between the September and November timeframe. Additionally, the citywide team booked several meetings that included Girls Scouts of the USA, Association of International Educators, and Academy of Nutrition and Dietetics. Girl Scouts will bring their National Council Convention to Orlando for the first time in October of 2020 with 10,000 attendees. The Association of International Educators that will bring 10,000 attendees to the destination in June of 2021. Academy of Nutrition and Dietetics will bring 9,300 attendees to Orlando in October of 2022 for their Annual Food and Nutrition Conference and Exhibition.

Business Development Key Bookings

Key multiple year bookings in the first quarter included Missio Nexus which will bring 1,200 attendees to the destination in September 2017 and 2019 and Black Knight Financial Services which will bring 1,000 attendees to Orlando in April of 2019 and 2020.

Additional key bookings for Orlando's convention hotels included the Efinity Events Incorporated which will bring 2,800 attendees to Orlando in October of 2016 and Little People of America will bring 2,500 attendees to the destination in July of 2018. The Council for Opportunity in Education will bring 1,700 attendees in September of 2022, and PLM World Incorporated will bring 1,700 attendees in May of 2020.

Direct Sales Activities

Activity	Total Number	2015	Total Number of Participants/Attendees	2015
Tradeshows	7	6	8,300	7,000
Missions	1	1	42	45
Client Events	1	5	79	900
Fams	0	0	0	0

Visit Orlando's Convention Sales team attended the Religious Conference Management Association (RCMA) Emerge Conference in San Diego, California. RCMA is a nonprofit, multi-faith organization consisting of individuals who are responsible for planning and managing meetings, conferences, conventions, and assemblies for their religious organizations. Visit Orlando's team networked with 50-plus customers, and received eight RFPs. During the free night, Visit Orlando partnered with the Orange County Convention Center, Wyndham Grand Bonnet Creek, and Rosen Hotels to host a dinner for 15 clients at the Hornblower Cruises.

A member of our In-Market team and 10 Orlando members hosted clients for the annual Philadelphia Sales Mission featuring a Philadelphia Flyers game at the Wells Fargo Center. Our Philadelphia pharmaceutical, third-party and citywide clients attended our client event in the Visit Orlando game suite. As part of the mission, we also hosted a breakfast for the American Express Philadelphia team at the Union League of Philadelphia and a lunch presentation for meeting planners and travel buyers in the Maritz office.

A member of the Business Development team attended Incentive Travel Exchange in Las Vegas for 30 one-on-one appointments with new prospective buyers. Incentive Travel Exchange provides suppliers the opportunity to meet with fully-vetted, high-performing meeting and incentive travel buyers over two days of pre-set meetings with buyers from key incentive purchasing sectors: corporate incentive buyers, incentive companies (full service and travel), and travel agencies. We also participated in their educational sessions and networking functions where we would interact with meeting planners to elevate future business potential for the destination.

The Citywide Sales team attended the Professional Convention Management Association (PCMA) Convening Leaders conference in Vancouver, Canada. PCMA is the definitive authority in education, business networking and community engagement for leaders in the global meetings, convention and business events industry. With more than 6,500 members, PCMA is the leading organization for meeting and event professionals. Visit Orlando and the Orange County Convention Center sponsored a client event during PCMA at the Pinnacle Hotel's Vistas 360 venue. We hosted top meeting planners from both associations and corporations as well as media from all over the country at this event. Visit Orlando and the Orange County Convention Center also co-sponsored the Hosted Buyers Luncheon at the PCMA's Convening Leaders Conference. More than 40 meeting professionals learned about what's new in Orlando during the lunch presentation.

Visit Orlando, along with Universal Orlando Parks, Play with a Purpose, Rosen Hotels, Hello Florida and the Orange County Convention Center, attended the CBI Pharmaceutical Show at the New York Marriott Marquis, March 21-23. The show resulted in 20 combined scheduled appointments as well as walk through traffic at the booth. About 260 people attended this year's show. Several of our members captured new business opportunities and connected with new end-user Pharmaceutical managers that typically are not available for individual appointments.

Visit Orlando attended the Experient EnVision 2016 meeting in Dallas. The annual meeting brings together Experient team members and suppliers for a three-day program, including one-on-one business appointments, group appointments, business presentation theaters, and networking meals and receptions.

Our Intermediary Account Director attended the ConferenceDirect Annual Partner Meeting (APM16) in San Antonio. APM16 featured opportunities for Visit Orlando to meet with over 200 qualified ConferenceDirect Associates over the course of the event. Suppliers attending APM16 had the opportunity to participate in a reverse trade show to meet with and discuss opportunities with ConferenceDirect Associates. Visit Orlando won the prestigious ConferenceDirect 2015 CVB of the Year award. This is the third year in a row Visit Orlando has won this award.

Convention Marketing Update

In an effort to maintain Visit Orlando's position as the number one meetings destination in the country, Convention Marketing ran two annual advertising campaigns targeting meeting professionals in the U.S. and Canada. These campaigns include the annual Convention Cooperative media plan and Non-citywide media plan.

The Convention Cooperative media plan launched in January to include the 24-page "Orlando Destination Guide" custom insert, which runs 9 times across the top national meeting trade publications throughout the year. In addition, a comprehensive digital media schedule launched in February with shared banners and co-op emails to increase exposure for participating co-op partners. In the first quarter, the insert ran in American Society of Association Executives's *Associations Now* in January/February and March issues

of *Meetings & Conventions*, *Prevue*, and *Aspire* magazines. The campaign delivered a total of 6.8 million print and digital impressions in the first quarter.

The Non-citywide/Brand media plan also launched in February to promote Visit Orlando's In-house meeting capabilities and new product offering with print and heavy digital national destination brand coverage. In the first quarter, the new meetings and conventions brand ads ran in the January and February issues of Professional Convention Management Association's *Convene*, February issues of *Meetings & Conventions* and *Successful Meetings*, and spring issue of Conference Direct's *Meeting Mentor* magazine. Digital media launched in March with targeted display banners as well as interactive expandable video banners. The campaign delivered a total of 4.8 million print and digital impressions in the first quarter.

e-Newsletters

Market	Month	Delivered	Open Rate	Click Through Rate
Meetings Matters	February	19,963	9.6%	6.5%

Destination Meeting Services

The Destination Services team conducted 114 client sites and meetings in the first quarter. The Destination Services team also conducted 44 member sites and meetings. Service leads decreased slightly compared to first quarter 2015. The registration staffing team booked \$303,750 of revenue for the first quarter, which was slightly above the budget of \$297,360.

January – March	Q1 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Service Leads Issued¹	182	205	-11.0%	182	205	-11.0%

¹Lead 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.