

Board HIGHLIGHTS



This has been quite a quarter for Orlando, as we activated numerous programs to increase awareness and help drive visitation through the fall and holiday seasons.

Our destination generated a string of accolades from influential media, including Forbes' "Top Most Affordable City for Family Travel" and WalletHub's "Best U.S. City for Recreation."

We also are thrilled to have launched our new Visit Orlando Destination App – a first of its kind in destination apps. The new app leverages IBM's Watson-enabled technology, utilizing Watson's artificial intelligence to understand conversational language from users and offer personalized recommendations of Orlando experiences that best fit an individual's needs and preferences. The Visit Orlando App also features augmented reality experiences for visitors to explore, have fun and earn savings throughout the destination.

In addition to strong marketing efforts in the key international markets of the U.K., Canada, Brazil, Colombia and Mexico, we also increased efforts against U.S. and Florida and this quarter, we launched targeted domestic campaigns to drive fall visitation from families in the key markets of New York, Chicago and Atlanta. These well-rounded campaigns included television spots, promotions, and creative out-of-home ads in major landmark and high-traffic areas.

We also launched efforts toward Florida residents with the "Unforgetta-Fall" campaign targeting Miami, Tampa, Jacksonville and West Palm. These marketing efforts generated a significant number of impressions in Florida through TV placements, radio, mall advertising, digital, mobile, Facebook and search engine marketing.

Other key Florida initiatives this quarter included our Magical Dining Month, a cooperative culinary event sponsored by American Express that featured a record

breaking 96 participating restaurants and an aggressive plan of publicity, promotions and advertising.

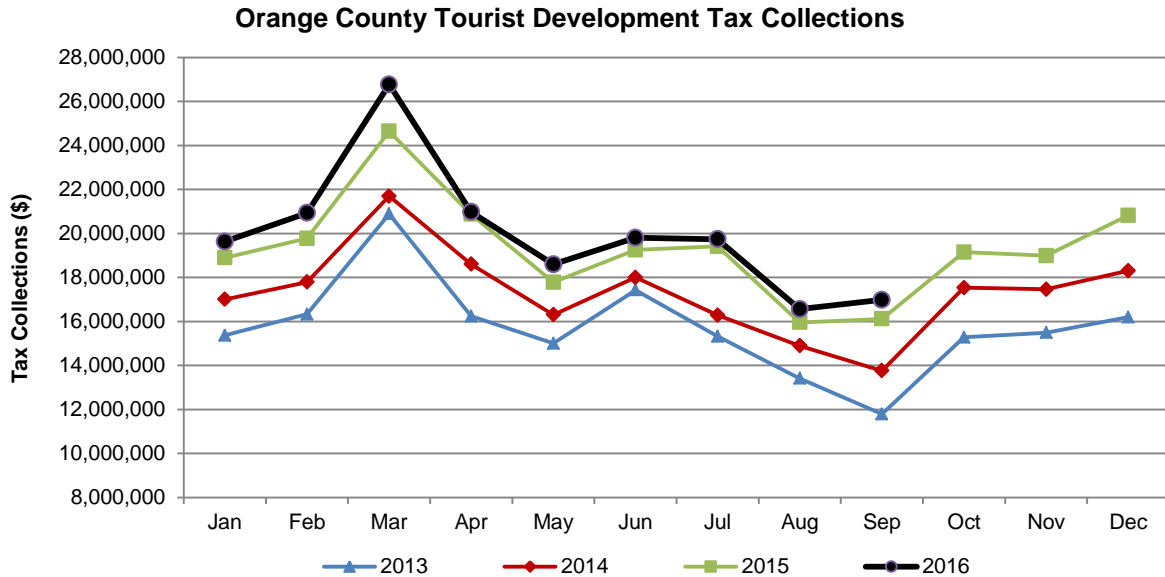
We also continued to expand our important visitor services operation with exclusive new locations along the highly traveled Florida Turnpike, targeting its 23 million travelers a year, as well as the Mall at Millenia in Orlando. This expanded footprint helps increase awareness and aid vacation planning for Florida residents as well as millions of in-state visitors.

As you may have heard, Orlando began the fall season with an exceptionally strong Labor Day weekend. Supported by the popularity of the FSU/Ole Miss college football match-up, we headed into autumn with a 16.4 percent rise in Average Daily Rate that would catapult September to a stellar year-over-year growth.

Perhaps one of the biggest contributors to the strong third quarter showing was the performance of our convention and meeting sector. Attendance at the Orange County Convention Center was 33 percent above last year's total. And our two advertising campaigns aimed at meeting professionals in the U.S. and Canada are sure to pay off for the U.S. in the future. Visit Orlando's significant sales and marketing efforts directed toward major citywide conventions is paying major dividends. At the same time, however we remain focused on driving group demand to our individual hotel members.

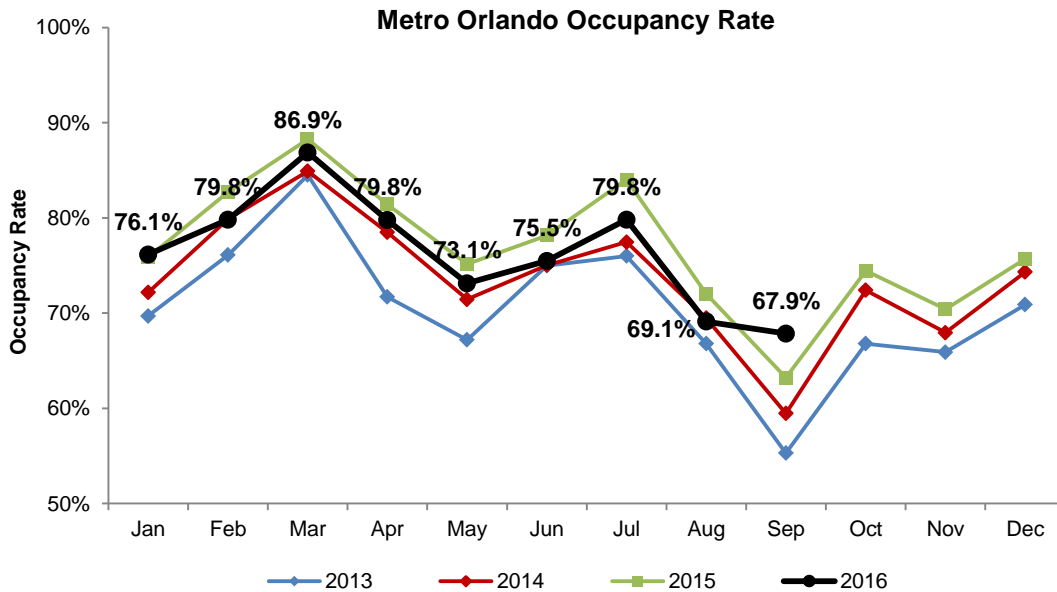
Finally, looking ahead to the holidays, there is much good news to anticipate. With new attractions, exciting holiday shows and a variety of entertainment options, there is positive interest in Orlando -- and more reasons for visitors to return to explore all that is new.

INDUSTRY PERFORMANCE



Metro Orlando Lodging Indicators

The following results are 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.



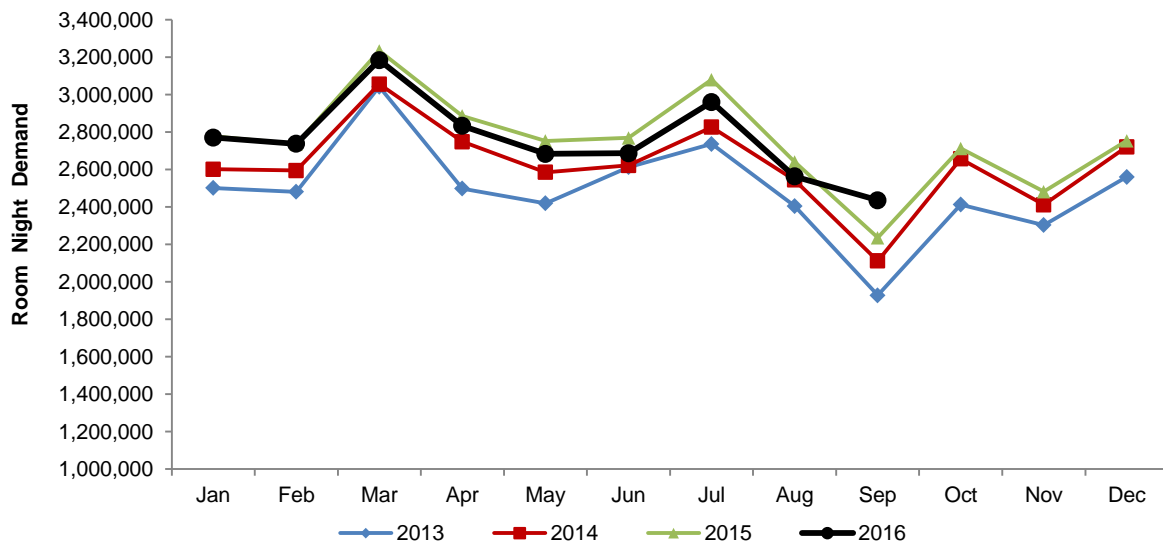
Occupancy

	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	74.5%	76.0%	-2.0%	78.3%	80.4%	-2.7%
Metro Orlando	72.3%	73.2%	-1.2%	76.4%	77.8%	-1.8%
National	71.2%	71.2%	0.0%	67.1%	67.1%	0.1%
Florida	68.7%	68.1%	0.9%	73.0%	73.3%	-0.3%

Average Daily Rate

	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	\$110.19	\$107.24	2.8%	\$124.08	\$119.39	3.9%
Metro Orlando	\$103.67	\$100.38	3.3%	\$115.98	\$111.35	4.2%
National	\$127.12	\$120.56	3.3%	\$124.53	\$120.67	3.2%
Florida	\$116.63	\$113.40	2.8%	\$136.38	\$132.84	2.7%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Supply¹	11,007	10,869	1.3%	32,522	32,252	0.8%
Demand²	7,959	7,956	0.0%	24,855	25,112	-1.0%

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

GLOBAL MARKETING

United States Marketing Campaign

During the third quarter, Visit Orlando launched the following initiatives that highlighted what's new and also the new Visit Orlando app: domestic fall campaign, in-state "Unforgetta-Fall" campaign, member co-op campaigns, Visit Orlando's Magical Dining Month Sponsored by American Express, LGBTQ paid ad inserts, ticket sales campaign - all delivering more than 360 million impressions.

U.S. campaign: Visit Orlando launched several initiatives targeting consumers in the key markets of New York, Chicago and Atlanta. These included a campaign to reach family viewers of the Olympics, with TV spots and promotional overlays, and creative out-of-home exposure such as:

- In New York, locations in Penn Plaza, Bryant Park, Macy's, The Port Authority and Times Square, as well as bus wraps.
- In Chicago, high-trafficked arteries to and from affluent neighborhoods, as well bus wraps.
- In Atlanta, digital displays in affluent shopping malls.

In Chicago and New York, the team also facilitated a two-week promotion with NBC-TV that featured five, four-minute vignettes within the morning show.

And, Visit Orlando partnered with the *Daytime Live* TV show, in 200 markets across the U.S., for a series of on-air broadcast vignettes that were also supported through advertising on digital TV and radio, print, broadcast radio such as Hulu and Pandora, digital, mobile, Facebook and Search Engine Marketing (SEM).

The campaign ended October 16 and has delivered more than 190 million impressions.

Florida campaign: The "Unforgetta-Fall" campaign has delivered more than 111.8 million impressions through September. The campaign kicked-off in August in Miami and Tampa with Olympic TV placements, as well as promotional and digital TV buys. These markets also were targeted through radio, digital display mall advertising, digital, mobile, Facebook and SEM. Second-tier markets were then added, including Jacksonville (with radio and digital) and West Palm (with digital only).

Fall programs were further supported through member co-op print, digital, Facebook and search. And print ads were introduced into the fall plan for Miami, Ft. Lauderdale and Tampa newspapers, as well as the Southeast Editions of *AAA Living* and *America's Best Vacations* magazines.

The new Visit Orlando Destination App was launched as a first of its kind in destination apps. Leveraging IBM Watson-enabled technology, it utilizes Watson's artificial intelligence to understand conversational language from users and offer personalized recommendations of Orlando experiences that best fit an individual's needs and preferences. The Visit Orlando Destination App also features augmented reality experiences for visitors to explore, have fun and earn savings throughout the destination.

The LGBTQ program began this summer, as previously scheduled, with an ad in *Passport* magazine and the *Gay and Lesbian Review*. However, due to the Pulse tragedy in June, the print insert program was rescheduled to August. The print insert ran in nine LGBTQ publications aligned with our top markets, and delivered 309,000 impressions.

Now in its eleventh year, Visit Orlando's Magical Dining Month sponsored by American Express had more than 90 restaurants participate in the five-week program that offered three-course prix-fixe dinners for \$33 -- with one dollar from each meal supporting The Russell Home for Atypical Children. Promotion of the event included both radio commercials and promotions, out-of-home placements, digital and print. This ad campaign delivered over 18 million impressions. For the third year, Visit Orlando partnered with famed chef Emeril Lagasse to showcase the Orlando dining scene within his TV show "Emeril's Florida." As part of the partnership, Visit Orlando recognized a bonus airing -- resulting in more than 238,000 impressions. Through local promotion, ad and PR efforts, there were 4.3 million website page views -- a 16 percent increase over prior year.

Both the ticket sales and app campaigns launched with similar strategies -- to reach consumers who have self-identified as planning to travel to Orlando, or are already in the destination, to buy tickets or download the app. These campaigns also included social media and out-of-home, and resulted in over 1.2 million impressions.

To promote our destination app, digital advertising delivered almost 1 million impressions. The Social Media team generated over 1 million impressions through social posts, and the Public Relations team secured 50 million impressions in news media outlets. App messaging was also incorporated into collateral pieces at all visitor centers, including maps and referral cards.

Brazilian Marketing Campaign

Visit Orlando and the theme park partners continued consumer efforts in Brazil this September with the second flight of a national media campaign targeting affluent families. Consumers engage with the Orlando brand through multiple mediums -- TV, print, online, paid social media and SEM – and are directed to the Visit Orlando Portuguese site for vacation planning.

The results from the first wave of the campaign confirmed that Orlando remains the leading top of mind destination among our target audience, and top-of-mind awareness of Orlando has risen to 14 percent. Aided awareness of the campaign among our target remains high at 75 percent, with more than 1.5 million upper-income target households in Brazil aware of Visit Orlando's messaging. Nearly one-third of ad-aware targeted households indicated some desire to visit in the coming year.

In addition to the integrated media buy, Visit Orlando partnered with the Sony Channel and two celebrities for a series of five, one-minute destination vignettes that will air in the coming months across Brazil. While filming the segments in Orlando, the two stars also posted their activities on their social media channels and engaged with fans, generating more than 6.2 million impressions in advance of the on-air promotion.

Database acquisition continues to be successful in the market; the number of subscribers has grown over 100 percent since this time last year. Direct marketing efforts have increased, and consumers now receive seven e-Newsletters through the year. Brazilian consumers remain highly engaged and interested in Orlando information: YTD September, the e-Newsletters have had a 26.5 percent unique open-rate and a 13.7 percent unique click-thru-rate.

This summer the Visit Orlando Research Team conducted a Brand Health Tracker to track perceptions of Orlando as a vacation destination brand. All key measurements

were positive, as consumers feel more optimistic over the political and economic normalization of the country.

Canadian Marketing Campaign

Visit Orlando launched a fall Canadian advertising campaign in September with digital banners, video, “Deals Made for Canadians” messaging, and opportunities to order Vacation Planning Kits and direct marketing communications. The digital campaign has generated 14.1 million impressions to date. In addition, Visit Orlando continued to run a SEM/SEO program throughout the third quarter, generating 1.6 million impressions.

A September eNewsletter was distributed to almost 90,000 Canadians, and achieved an open-rate of 18.5 percent.

Also in September, the Travel Industry Sales team attended the Canada Mission in conjunction with the TravXchange shows in Toronto, Ontario, Montreal, Quebec and Vancouver, British Columbia to promote the destination across Canada to key retail and tour operator partners. The team was joined by representatives from several of our attraction and hotel members. A total of 280 agents attended the TravXchange shows across Canada and the team met with a total of 28 clients.

While conducting client calls, events, training and round table sessions, the team received feedback from agents who reported that clients are still travelling to Orlando despite the exchange rate. In recent months, the theme park partners, tour operators and hotel partners have added Canadian special pricing which has helped to close the gap on the exchange rate.

Colombian Marketing Campaign

The research results from the first wave of the campaign confirmed that Orlando remains among the top vacation destinations for Colombians. Top-of-mind awareness has reached nearly 10 percent. Aided awareness remains high at 77 percent, generating an 8-point lift in intent to visit, the highest level since these same measurements were started.

The second flight of the integrated Colombia consumer campaign launched in national media in September. Consumers interact with Visit Orlando through cable television,

print, online, paid social media and SEM, and are driven to the Visit Orlando Colombia site for vacation planning.

Direct marketing provided engaging information regarding our campaign partners, tour operators and exciting destination news. The efforts to increase the database have been very successful, with subscriber numbers increasing significantly since last year.

United Kingdom Marketing Campaign

Visit Orlando launched a U.K. marketing campaign in September which delivered over 359 million impressions. The “Never Ending Story” brand campaign inspired families to book an Orlando vacation through broadcast TV, digital advertising, social media, outdoor advertising in London, taxi wraps and an STV Channel Sponsorship in Scotland.

Database acquisition efforts have been conducted throughout the year, increasing the overall U.K. database. And e-Newsletters were distributed in July and September with messages of attractions and values.

During the Visit Orlando Super Fam this September, 50 U.K. travel agents learned about Orlando's most popular theme parks, new attractions, world-class shopping options and dining experiences. This "Fam Trip of a Lifetime" was sponsored by Visit Orlando and Merlin Entertainments, SeaWorld Parks & Entertainment, Universal Orlando Resort and Walt Disney World Resort.

Visit Orlando also partnered with Walt Disney World Resort, Universal Orlando Resort and SeaWorld Parks & Entertainment to promote Orlando as the perfect family destination in a two-week co-op campaign in the U.K. in September with Virgin Holidays. High-impact media consisted of digital escalator panels in London and Glasgow, as well as a radio promotion on the Heart Network, and delivered more than 26 million impressions.

Events Strategy

As part of our partnership with the United States Tennis Association, Visit Orlando had the opportunity to reach fans of the U.S. Open Tennis Championships in New York through courtside signage, in-stadium promotions, a brand activation booth, a digital radio commercial on their website, digital banner ads and a print ad in the U.S. Open

Official Program. A total of 323 million impressions for Orlando were received through broadcast coverage. Additionally, our brand activation booth was showcased to the nearly 700,000 attendees through promotional materials and 150,000 hand-fans that promoted an online sweepstakes. The hand-fans, shaped as a yellow tennis ball, were so popular that one reporter wrote “The yellow fans could go down as one of the most brilliant ideas in sports marketing.” The on-site booth efforts alone generated more than 15.5 million impressions.

Media Buy

Advertising Campaigns	Impressions	Description
U.S. Campaign	688,583,000	TV, Radio, Print, OOH, Digital, Social, SEM
Brazil Campaign	51,400,000	TV, Print, Online, SEM
Canada Campaign	24,128,000	Digital, Social, SEM
Colombia Campaign	11,400,000	TV, Print, Online, SEM
U.K. Campaign	218,600,000	TV, OOH, Digital, Social

Global Website – VisitOrlando.com

July – September	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Monthly Users	3,813,405	2,662,793	43.2%	9,734,485	7,547,163	29.0%
Total Page Views	15,052,044	13,852,713	8.7%	36,732,814	35,562,171	3.3%
Time Per Visit (average minutes)	1:59	2:34	-22.7%*	1:57	2:21	-17.0%*

**Our mobile traffic is now almost 50 percent; consumers spend less time on the site when using mobile vs. desktop.*

Partnership Marketing

The World Domino Championships welcomed more than 2,000 international competitors to Orlando and was broadcast across the globe on Univision. The Visit Orlando team negotiated to integrate broadcast vignettes about Orlando within the broadcast, and secured prominent Orlando-branded signage. These efforts yielded 2.6 million impressions within the 30-minute show.

Visit Orlando also partnered with Telemundo’s hit TV show, La Voz Kids, with a series of destination vignettes that aired over the season’s broadcast. The efforts recognized almost 8 million impressions.

Below are some highlights from our third quarter activity:

July - September	Media Value	Market	Form of Media	Impressions
US Open Activation and Promotions	\$345,000	U.S.	Consumer Engagement, Print	15,533,000
Daytime Live	\$58,000	U.S.	TV	525,000
World Domino Championships	\$84,000	Global	TV	2,587,000
Orlando Solar Bears	\$50,000	U.S.	Online	400,000
La Voz Kids	\$200,000	U.S.	TV	7,959,000
Emeril's Florida	\$60,000	U.S.	TV	238,000
NBC TV	\$242,000	U.S.	TV	2,561,000
Sony Channel	\$94,000	Brazil	Online	6,247,000
Totals:	\$1,133,000			36,050,000

Vacation Planning Kit

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

July - September	Q3 Results			Year-to-Date Results		
	Fulfillment Kit Forecast	Fulfillment Kits Sent Out	Forecast Variance	Fulfillment Kit Forecast YTD	Fulfillment Kits Sent Out YTD	Forecast Variance YTD
	48,500	48,897	0.8%	131,450	121,716	-7.0%

Direct Marketing

E-newsletters

Market	Delivered	Open Rate	Click Through Rate
United States Consumer	7,143,000	9.8%	8.6%
Florida Consumer	655,000	12.5%	16.2%
International Consumer	722,000	17.2%	14.4%

Visitor Services

- The Visitor Services is in expansion mode. In addition to the presence on the Florida Turnpike, Visit Orlando partnered with The Mall at Millenia to open a satellite visitor services and ticket sales operation. Additionally, in response to consumer requests, Visit Orlando is testing hotel delivery for tickets purchased through the ecommerce platform.
- While general visitation declined during the third quarter, sales were strong exceeding budget by almost 19 percent.

July – September	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Number of Walk-ins (Visitor Center)	23,900	35,600	-32.8%	37,000	92,800	-27.8%
Contacts Received (Calls, Live-Chat & Email)	13,300	12,100	9.2%	37,500	39,500	-5.0%

Travel Industry Sales

Travel Industry Sales & Marketing activities for third quarter included activities in in Argentina, Brazil, Canada, China, Chile, Colombia, Mexico, Germany, Global, India, United Kingdom, Uruguay, the United States and the Scandinavian region.

July – September	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Total Tradeshows	11	10	10.0%	40	45	-11.1%
Client Contacts	5,694	5,923	-3.9%	22,755	24,461	-7.0%
Total Missions	4	1	300.0%	16	3	433.0%
Client Contacts	885	700	26.4%	1,901	1,429	33.0%
Total Client Events	26	34	-23.5%	115	109	5.5%
Client Contacts	1,057	2,858	-63.0%	10,270	9,361	9.7%
Total Sales Calls	1,766	1,393	26.8%	4,522	3,489	29.6%
Client Contacts	2,289	1,817	26.0%	5,798	4,453	30.2%
Total Fams	8	9	-11.1%	21	28	-25.0%
Client Contacts	404	133	204.0%	552	476	16.0%
Total Educational Seminars	128	135	-5.2%	364	358	1.7%
Client Contacts	5,589	7,117	-21.5%	21,006	21,358	-1.6%
Total Online Trainings	1,313	1,375	-4.5%	3,304	2,797	18.1%

GLOBAL COMMUNICATIONS

Global Communications

A strong third quarter was the result of several proactive initiatives from the public relations team. Working closely with IBM-Watson and Wayblazer, the team secured more than 50 million impressions in just one week through publicity around the launch of Visit Orlando's new app.

In the Florida market, a significant media push around Visit Orlando's Magical Dining Month program included media preview dinner events, foodie influencer campaigns and sustained publicity to saturate regional media throughout the event. This campaign generated more than 100 million impressions in traditional and social media.

Highlights of U.K. publicity activity includes the U.K. Post Office Survey, which named Orlando one of the top long-haul destinations in the world for value and the only city in the U.S. to rank in the top 10. The results generated widespread coverage that reached five million consumers, including stories in the *Telegraph Online*, *Mail Online*, *Business Insider* and *Travel Weekly*.

In Canada, the public relations team attended the Discover America Canada event in Toronto. They conducted more than 20 desk-side appointments with media that reached a total of 37 million consumers. In continued social media campaigns, Canadians favored stories on deals and "what's new," and the social media team generated another 8.4 million impressions with related content. The team also hosted Tracy Moore, host of Canada's Cityline TV, for an Orlando visit to post on her popular personal social media channels. Hosting this influencer netted two million social media impressions of her enjoying her time in Orlando.

Brazilians also continue to be highly engaged with Visit Orlando through Facebook and Instagram. To capitalize on the fever around the Olympic Games, Visit Orlando's public relations team hosted a post-game trip to Orlando for five Brazilian Olympic gymnasts. The gymnasts posted extensively online during their trip, and the team also secured coverage in traditional publicity channels. This one visit generated nearly 150 million impressions and high social media engagement with the athletes' loyal followers.

Global Publicity

July - September	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions Public Relations	1.961B	1.206B	62.6%	5.704B	4.764B	19.8%

Social Media

Visit Orlando's social media platforms have had a banner quarter for audience reach and engagement.

Audience impressions are up significantly year-over-year on Facebook and Twitter. Consumers engaged with Visit Orlando content more than 4.3 million times, and viewed videos more than 2 million times on Facebook and Youtube. These increases in impressions and engagements are achieved through a greater focus on content strategies, innovative creative and targeted distribution.

An additional 500,000 verified impressions were generated for the launch of our destination mobile app through the posting of an original social media video, and working with technology influencers to amplify the news.

Visit Orlando continues to be early adopters of new social media platforms including Facebook LIVE (which has generated 1.4 million impressions) and the new release of Instagram Stories (which has yielded 35,000 incremental content views per post.)

The leisure blog has surpassed the number of unique page views over last year, and consumers are spending more time on it as well (average is 2:15, up 9 percent YOY).

Overall online sentiment from the summer quarter is strong and positive. Orlando is still top of mind in both domestic and international markets, and consumers continue to share their strong affinity for the destination through the Visit Orlando channels.

Social Media

July - September	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions	140.1M	23.0M	508.8%	274.8M	60.5M	354.5%
Visit Orlando Blog (Total Page Views)	718,801	408,485	76.0%	1.6M	1.3M	23.7%

Corporate Communications

Crisis Communications

Communications continued to closely monitor the Zika outbreak. At this time, consumers seem confident that Orlando has extraordinary mosquito control measures in place. Additionally, there are no travel advisories, issued by state, federal or international public health officials, advising people against travel to Orlando.

Corporate Communications participates in monthly Crime Intel Meetings with law enforcement in the Tourist Oriented Policing Squad (TOPS) program and security managers from various venues in the corridor.

Media Relations

Communications also developed a monthly two-page spread focused on travel and tourism in *i4 Business* magazine. Topics during the third quarter included Tourism as an Export, Industry Highlights and Magical Dining Month.

Speakers Bureau

In the third quarter, Visit Orlando conducted 14 presentations to business and community groups, educating them on the positive impact of the travel industry in Central Florida, as well as the role and activities of Visit Orlando.

Organization	Date
Tourist Development Council	July 8
Kappa Alpha Psi	July 15
World Domino Championship	July 20
National Council of La Raza (NCLR)	July 23
CFHLA Forward Thinking	July 28
I-Drive Chamber Annual Update	August 11
Client Advisory Board (CAB)	August 11
Student Youth Travel Association (SYTA)	August 20
Rosen College (Event Services)	August 23
Disney Springs Hotels	September 1
American Marketing Association (AMA)	September 22
Florida Blog Con	September 24
Florida Association of Chamber Presidents	September 28
Tourist Development Council	September 30

Business Partnerships

Corporate Communications continued building relationships with the local Chambers to create a broad-based public appreciation for the role of the travel and tourism industry in Central Florida. The team was represented at the MBA Orlando Pride Gala in support of the LGBTQ community, as well as the CFHLA Patriot Day event honoring law enforcement. Visit Orlando also attended the Give Kids the World “Black & White” Gala and the annual conference of the Florida Association of Chamber Presidents.

World Tourism Day Job Shadow – Rosen College

Visit Orlando partnered with the Rosen College to host the annual World Tourism Job Shadow Day on September 30. The program provides an educational hands-on experience in a real working environment to students who wish to learn more about prospective careers in the tourism industry. More than 60 Rosen students were matched with the employer that most suited their career interests. SeaWorld of Florida, Universal Orlando, Rosen Hotels & Resorts, and many other companies participated in the program by hosting students for a day.

Charitable Partner Selection Process

Visit Orlando’s Corporate Social Responsibility (CSR) Team met during the third quarter to begin the process for selecting organizations for next year’s charitable contributions.

The “Call for Entries” and online application has been distributed to Visit Orlando members and Central Florida charity databases.

MEMBERSHIP ENGAGEMENT

The Visit Orlando membership team continues to focus on reconnecting with Visit Orlando members and adding significant value through new programs and services.

August’s “Business of Travel & Tourism Luncheon” featured an economic summit in the morning, with speakers Daryl Cronk and Anirban Basu providing data-driven perspectives on the outlook for the upcoming year. At the luncheon, keynote speaker and technology pioneer, Terry Jones shared with a record-breaking number of attendees the role innovation has played in travel and the advancements that have led us to this revolutionary way to experience Orlando. This was the first time members and community leaders heard of the groundbreaking Visit Orlando Destination App, which will forever change the way we experience travel. It was a remarkable event that showcased why Orlando is at the forefront of the tourism landscape and will continue to be the destination of choice.

The membership web pages were also redesigned for easier navigation, added services and improved look and feel. And, a membership strategy was developed for 2017 with a host of new programs positioning Visit Orlando as the connector, educator and champion for its members.

New benefits were added for members including member-only educational webinars and training videos.

MEMBER DEVELOPMENT

The Member Development sales team achieved record-breaking table sponsorship sales for the Business of Travel & Tourism Luncheon.

The 2016 year has been enhanced with packages to promote and sell all remaining 2016 opportunities which include websites, memberships and other digital programs.

The sales team successfully closed advertising sales for the *2016 Gay Travel Guide*, the preview issue of *Orlando Arts Magazine* as well as new Florida newspaper co-ops in partnership with our members and total overall 2016 results met budget.

PRINT & DIGITAL SERVICES

During the third quarter, the Print & Digital team designed and produced the *2016 Tour & Travel Reference Manual*, *2016 Meeting Planners Guide*, and the *2016 Gay Travel Guide*, along with the completion of the September/October 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.

The team also produced and implemented 792 other print and digital projects to support Visit Orlando's strategic goals. Year-to-date the team has produced 2,010 projects exceeding prior year productivity. Some of the more visible projects that have received high accolades from clients include: Gen Con Bid Book, US Open Invite and highly sought after hand fans, and customized Visit Orlando 3-D Packaging on MontBlanc products for VIP influencers and clients in the meetings market.

MEETINGS & CONVENTIONS

Convention Sales Performance

In the third quarter, the sales team booked definite events for future years with estimated attendance of 231,128 at the Orange County Convention Center. This is a 33 percent increase over the third quarter bookings of 2015, which had 172,700 attendees.

The team also booked 207,189 future room nights for in-house business in the third quarter. This is a nine percent decrease from the third quarter of 2015 but YTD production is up 11.5 percent.

July-September		Comparison to Prior Year	
	Q3 2016	Q3 2015	Variance
Convention Center Definite Attendance	231,128	172,700	33.83%
Convention Center Estimated Room Nights ¹	508,482	379,940	33.83%

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

January-September		Comparison to Prior Year	
	YTD 2016	YTD 2015	Variance
Convention Center Definite Attendance	719,750	690,756	4.20%
Convention Center Estimated Room Nights ¹	1,583,450	1,519,663	4.20%

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

July-September		Comparison to Prior Year	
	Q3 2016	Q3 2015	Variance
In-House Room Nights	207,189	228,482	-9.32%
In-House Attendance	82,294	110,449	-25.49%
BD Specialist Leads	157	254	-38.19%
Total Leads-2016 (this total number includes BD Specialist leads)	515	574	-10.28%

January-September		Comparison to Prior Year	
	YTD 2016	YTD 2015	Variance
In-House Room Nights	689,839	618,671	11.50%
In-House Attendance	278,427	289,590	-3.85%
BD Specialist Leads	657	684	-3.95%
Total Leads-2016 (this total number includes BD Specialist leads)	1700	1693	0.41%

Convention Center Key Bookings

Several key bookings occurred in the third quarter, including The Plastics Industry Trade Association, which will bring the NPE International Plastics Showcase back to Orlando in May 2027 with 65,000 attendees. As well as, a multi-year booking for the Anita Borg

Institute for Women and Technology (Grace Hopper), which will bring 15,000 attendees to Orlando in October 2019 & 2020.

Additional key bookings included:

- Professional Golfers Association (39,000 attendees coming January 2027)
- Florida Region of USA Volleyball (23,000 attendees for their Florida Volleyball Challenge in April 2017)
- National Association of REALTORS®

In-House Key Bookings

Key bookings for the business development and in-market teams in the third quarter included:

- Church of God Florida, which will bring 3,000 attendees in June 2017;
- PointClickCare, which will bring 2,400 attendees in October 2020;
- Association for Research in Otolaryngology, which will bring 1,700 attendees in February 2023; and
- Internal Revenue Service, which will bring 1,500 attendees in July 2017.

Direct Sales Activities

Activity	Total Number	Total Number of Participants/Attendees
Tradeshows	6	5,800
Missions	5	180
Client Event	5	210
Fams	2	20

Visit Orlando attended the Corporate Event Marketing Association (CEMA) Summit in California in July. This event is the premier peer-to-peer annual event for leading event marketers and agency executives across industries to engage in presentations and discussions on today's ever-changing marketing mix. Meeting planners with major technology corporations from across the United States comprised 70 percent of the 300 attendees.

Visit Orlando's Senior Vice President of Sales & Services spoke at the National Council of La Raza's National Affiliate Luncheon on July 23, which was its first annual conference held in Orlando. The conference is the nation's largest gathering of Latino leadership in the country, with more than 15,000 attendees, and addresses issues affecting the Hispanic American community.

Visit Orlando and members networked with potential clients at the annual meeting of the American Society of Association Executives (ASAE) in Salt Lake City, Utah in August. Also at this event, in partnership with ASAE and Keppler Speakers, Visit Orlando hosted 40 CEOs and high-level planners for an exclusive evening with astronauts Mark and Scott Kelly for an impressive networking experience. And, during a sales mission to Tallahassee, Visit Orlando and 14 members hosted more than 60 clients for a networking event.

Visit Orlando, in partnership with the Orange County Convention Center, hosted the annual Client Advisory Board (CAB) meeting August 10-12. The multi-day forum brought together top meeting and convention clients to consult on the advancement of operations and services offered by Visit Orlando and the Orange County Convention Center that can enhance the meeting and convention experience in Orlando. During the event, CAB members experienced a "What's New" tour of International Drive and Sand Lake Road, SeaWorld Orlando or Universal Orlando Resort.

Members from the business development team attended The Connect Market Place Tradeshow Grapevine, Texas in August, where they networked with 1,500 corporate, specialty and association meeting planners and conducted more than 80 individual appointments.

A member of the business development team attended the Kellen Managers Summit in Atlanta, Georgia, in August. This global management and communications company serves more than 100 trade associations, professional societies and charitable organizations that represent 10,000 companies and 100,000 professionals worldwide. The Summit offered networking opportunities and one-on-one meetings with key decision-makers representing 220 meetings within the United States.

Visit Orlando hosted a sales mission at Topgolf in Atlanta, Georgia in September. Sixteen Visit Orlando members participated in the event, which featured networking with more than 40 meeting planners representing corporate, association, specialty and various intermediaries.

Visit Orlando joined HelmsBriscoe's meeting planning team at the Susan G. Komen "Race for the Cure" 5K in New York City this September to help raise funds for breast cancer. More than 100 associates, suppliers and clients joined the HelmsBriscoe team to help raise nearly \$23,000, making it one of the top 10 fundraisers for the event.

The convention sales department hosted 15 CEOs and top executives at the U.S. Open in September. This was an excellent opportunity to network with top executives from prospective companies looking to bring citywide conferences to Orlando.

Visit Orlando co-hosted the Central Florida ConferenceDirect regional meeting in September at the Hyatt Regency Grand Cypress and also gave a "What's New in Orlando" presentation. Orlando is ConferenceDirect's number one booked destination for meetings and events. The associates also voted Visit Orlando the No. 1 Convention and Visitors Bureau in the nation for three consecutive years.

Staff from Visit Orlando and the Orange County Convention Center attended Trade Show Executive's 2016 Gold 100 Awards & Summit in September in California. The event salutes executives of the 100 largest shows in the nation and offers state-of-the industry discussions, educational sessions and networking opportunities.

Convention Marketing Update

To help maintain Visit Orlando's position as the number one meetings destination in the country, and grow our in-house business, Convention Marketing ran two annual advertising campaigns targeting meeting professionals in the U.S. and Canada.

The **Convention Co-op media plan** includes the 24-page "Orlando Destination Guide" custom insert, which runs nine times across the top national meeting trade publications throughout the year and also includes digital banners and emails. In the third quarter, the insert ran in *Meetings Focus* in July and *Meetings & Conventions* in September. The campaign delivered a total of 6.8 million print and digital impressions in the third quarter.

The **Non-citywide/Brand media plan** promotes Visit Orlando’s in-house meeting capabilities and new product offerings with print and heavy digital national destination brand coverage. In the third quarter, our new full-page meetings brand ads ran in *Successful Meetings, Associations Now, Convene, Meetings Focus* and *Aspire*. After a summer hiatus, digital media campaigns resumed in August with targeted display banners, ad networks and interactive video banners. The campaign delivered a total of 11.2 million print and digital impressions in the third quarter.

E-newsletters

Market	Month	Delivered	Open Rate	Click Through
Meetings Matters Q3	August	30,502	11.71%	9.49%

Destination Meeting Services

The Destination Services team conducted 263 client sites and client meetings in the third quarter. The team also conducted 97 member sites and member meetings during this time period. Service leads increased compared to third quarter 2015 due to client requests preparing for a busy fall of 2016 and first quarter 2017.

July – September 2016	Q3 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Service Leads Issued¹	231	178	29%	568	546	4.0%

¹ A 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.