

Board HIGHLIGHTS



What a quarter! Our destination capped off a year of growth through theme park expansions, 2,500 new hotel rooms and renovations to the convention center.

Visit Orlando's marketing campaigns continued to contribute to the health of the local economy. October wrapped up a record-setting Magical Dining Month, with an unprecedented 96 participating restaurants and extensive promotion through Visit Orlando's advertising, publicity and social media programs. In addition to creating revenue for local restaurants during this off-peak period, the program also generated record proceeds to local charity partner, The Russell Home for Atypical Children.

Support of the fall season continued with a new campaign that created a competitive point-of-difference for our destination by aggregating our many unique Halloween activities and laying claim as the "Halloween Capital." The creative publicity and social media efforts around this campaign reached millions of consumers throughout the U.S, U.K. and Canada creating a new reason to visit Orlando this fall.

During the busy holiday season, Visit Orlando focused on campaigns to further increase visitor spend throughout the destination. In-market billboards promoted the destination app, visitor services and additional purchase opportunities to visitors once they arrived, while at the same time ensuring they were provided the information they needed to better navigate throughout the area during their vacation.

On the international front, we launched marketing campaigns in several top markets this fall. In the U.K., our *Never Ending Story* campaign encouraged families to book their next holiday to Orlando and "Make 2017 a Year to Remember." In Canada, we ensured high top-of-mind awareness through emotional brand ads on television, highly visible outdoor signage, and promotions alongside must-see family movies.

Brazil continued to be one of our most highly-engaged markets. Our marketing campaign helped lift intent-to-travel to Orlando within the next 12 months to more than 44 percent, a reinforcement of our position as the number one top-of-mind destination for Brazilian families. Awareness of our Colombian campaign remained high at 77 percent and generated a 10-point lift in intent to visit, the highest level since the measurement started there more than two years ago.

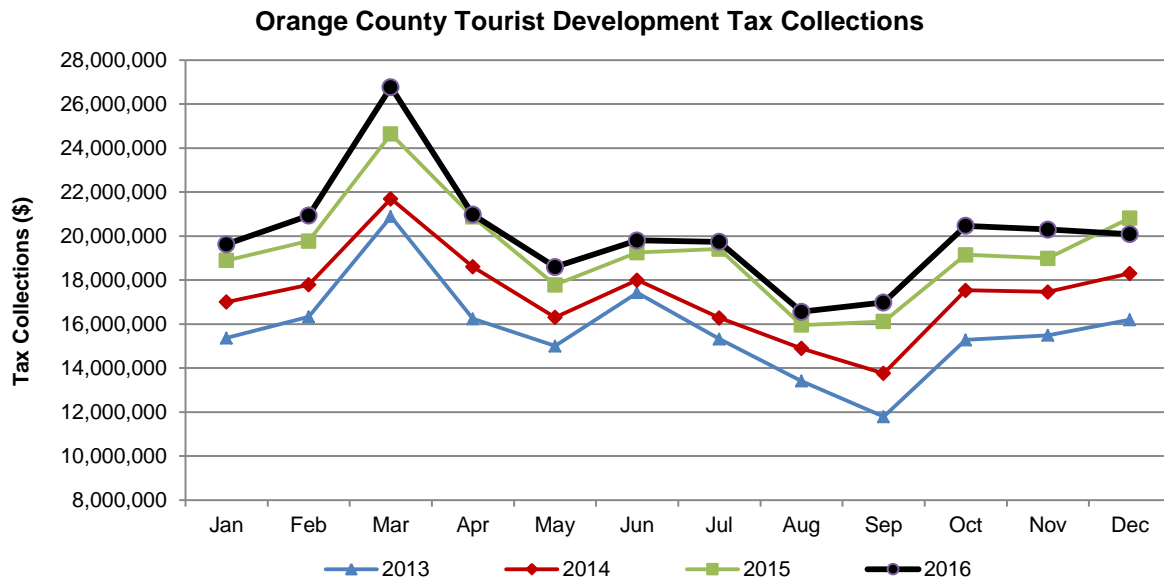
Continuing to ensure Orlando's position as a top meetings destination in the U.S., we launched two convention advertising campaigns. Our convention sales efforts offered even more cause for optimism by

booking 674,000 attendees in the quarter, creating a 9.9 percent increase year-over-year. This quarter's hotel room nights booked for future periods were up nearly 52 percent over last year! In total, the destination experienced a very healthy year-end, thanks to the efforts of our tourism members, partners and the dedicated Visit Orlando team.

Looking ahead, we have a full line-up of exciting new attractions and destination growth promoting to our consumers globally to expand our economy and set the stage for a great 2017!

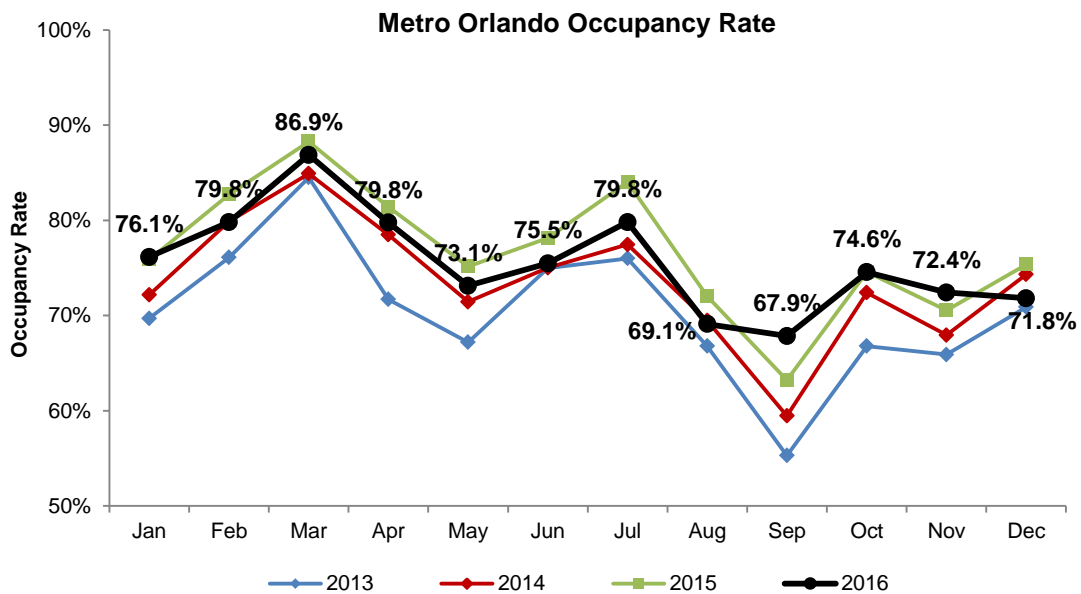
George Aguel
President & CEO

INDUSTRY PERFORMANCE



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.



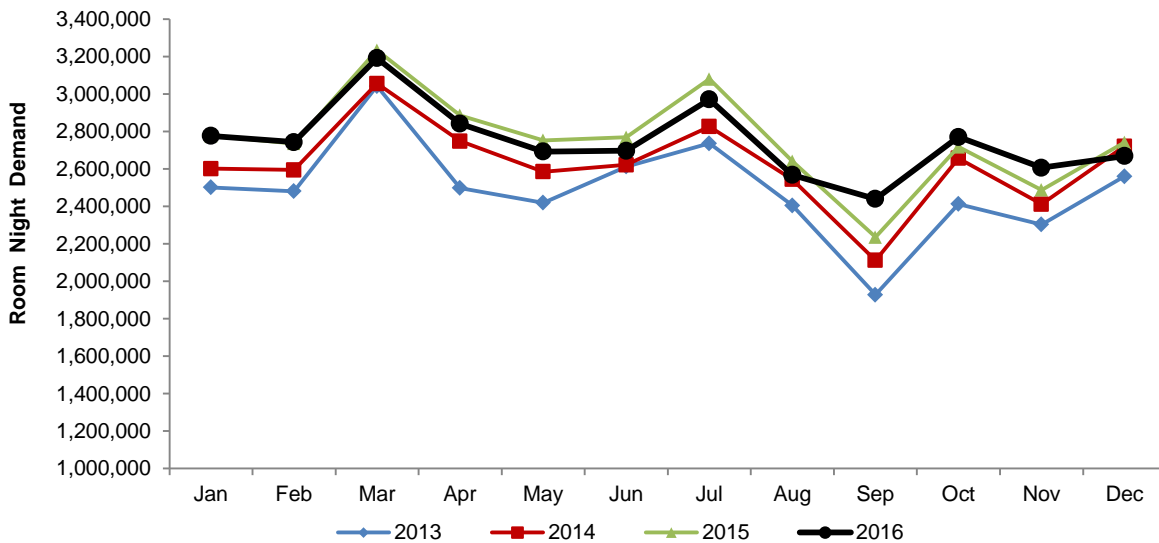
Occupancy

	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	74.8%	76.0%	-1.6%	77.4%	79.3%	-2.4%
Metro Orlando	72.9%	73.5%	-0.8%	75.5%	76.7%	-1.6%
National	60.8%	60.4%	0.6%	65.5%	65.4%	0.2%
Florida	67.4%	67.6%	-0.3%	71.7%	71.9%	-0.3%

Average Daily Rate

	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Orange County	\$123.51	\$122.08	1.2%	\$124.02	\$120.07	3.3%
Metro Orlando	\$116.04	\$114.22	1.6%	\$116.00	\$112.08	3.5%
National	\$122.19	\$119.21	2.5%	\$123.83	\$120.25	3.0%
Florida	\$127.69	\$127.66	0.0%	\$134.30	\$131.63	2.0%

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Supply¹	11,032	10,808	2.1%	43,644	43,061	1.4%
Demand²	8,047	7,948	1.2%	32,970	33,060	-0.3%

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

Visit Orlando's Magical Dining Month sponsored by American Express, which ran from Aug. 29 – Oct. 2, achieved its best results to date. Ninety-six restaurants participated in the program, during which \$1 from each Magical Dining meal served was donated to charity. It was announced at Visit Orlando's Annual Meeting & Holiday Luncheon on Dec. 13 that a record \$195,125 was raised for The Russell Home for Atypical Children.

To capitalize on the busy holiday season and support our visitors, Visit Orlando appeared in several in-market billboards. Visitors renting cars in December also were exposed to Visit Orlando messaging through hangtags inside their vehicles.

Visit Orlando's "Black Friday is Now Attraction Friday" promotion also was a success. All creative – which included digital, e-mail, social and radio in Miami, Jacksonville and Tampa – drove consumers to a dedicated Black Friday landing page. The program generated 29.6 million impressions and a 167 percent increase in year-over-year sales.

For the Florida campaign targeting Miami, Jacksonville and Tampa, the "Florida Insider" initiative drove over 70 million impressions and was featured in radio, out-of-home, digital, social media and travel print media. Visit Orlando also helped drive ticket sales for a Pro Bowl vacation through several out-of-home boards in key Florida markets.

For the continuation of the "*Never Ending Story*" campaign Visit Orlando drove nearly 200 million impressions in the fourth quarter in key out of state markets such as New York, Chicago and Atlanta. Primary advertising mediums were promotional TV, digital, social media and out-of-home. For New York City, out-of-home signs were secured in high-traffic locations in Times Square and Macy's.

Brazilian Marketing Campaign

The fall marketing campaign in Brazil, which concluded at the end of November, achieved more than 60 million impressions for the quarter. This helped to achieve a total 630 million impressions for the year through paid TV, print, online, social, search engine marketing (SEM) and tour operator co-ops.

The Ad Tracking Research Study results showed that consumers had high recall and likeability of media supporting the campaign. A total of 82 percent of the target population recalled the advertising. Based on the research, intent-to-travel to Orlando in the next 12 months was up to 44.5 percent for those that saw the ad (vs. 26 points higher than those who were unaware of the ad). Orlando continues to be the No. 1 top-of-mind destination for Brazilian families.

In addition to the campaign, Visit Orlando partnered with Flytour, a top Brazilian tour operator, for a co-op advertising campaign that integrated paid TV, print, online and visibility in more than 90 Flytour stores throughout the country. The campaign generated approximately 20 million impressions and drove consumers to a dedicated Orlando page featuring packages and information about the destination.

Canadian Marketing Campaign

Visit Orlando's Canadian fall campaign was at its height during the fourth quarter, featuring television, digital, outdoor boards, search engine marketing and social media. Television included both traditional and cable programming that generated 21.1 million impressions. Several billboards including the largest vertical LED full-motion board in Canada were purchased in Toronto's Yonge & Dundas area, which is the Canadian equivalent of New York's Times Square. To repeat and reinforce the Visit Orlando message to commuters, video also ran at the OnRoute rest stops along the main roads into Toronto. Leveraging the debut of several family-friendly movies, such as "Moana" and "Trolls", Visit Orlando ads also were placed in several movie theatres. These efforts generated 15.1 million impressions. The digital portion of the fall campaign included video and banner ads, adding another 79.8 million impressions. Social media included Buzzfeed posts in early October and uplift of several Visit Orlando stories about what was happening in the destination, which provided another 11 million impressions.

Continuing to capitalize on this key vacation planning period, Visit Orlando developed co-op efforts with both Air Canada Vacations and WestJet Vacations. Co-op programs included television, digital and in-store with Tim Horton's TV and generated more than 9.4 million impressions.

Colombian Marketing Campaign

The fall marketing campaign concluded at the end of November and achieved more than 12 million impressions for the quarter. It contributed to a total of more than 74 million impressions for the year through paid TV, print, online, social and SEM. The Colombian consumer received five e-Newsletters throughout the year and was highly engaged with the information. The e-Newsletters achieved a 17.3 percent unique open rate and a 7.6 percent unique click-thru rate.

The Ad Tracking Research Study confirmed that Orlando remains among the top vacation destinations for Colombians. Top-of-mind awareness of Orlando has reached nearly 10 percent, second only to the beaches/seaside. The awareness remains high at 77 percent, generating a 10-point lift in intent-to-visit, the highest level since the measurement started two years ago.

Mexico Marketing Campaign

The fall marketing campaign ran from October through December and achieved more than 30 million impressions for the quarter. This contributed to a total of more than 86 million impressions for the year through paid TV, print, online, social and signage. During December, Visit Orlando had a digital TV take-

over in strategic shopping centers around Mexico City, which displayed the brand TV spot through the center's multiple indoor boards, including key placements in Santa Fe mall's ice skating rink.

In addition, through a partnership with AeroMexico, Visit Orlando placed the brand TV spot in approximately 4,000 international and national flights and VIP lounges, and created excitement with a win-a-trip social promotion.

United Kingdom Marketing Campaign

Visit Orlando's campaign takes place December through February - the U.K.'s peak booking period - and encourages families to book their next holiday to Orlando. The integrated media plan featured *Never Ending Story* brand campaign messaging and included TV, outdoor advertising, digital and social media. High-impact initiatives included a New Year sponsorship on Sky1, featuring promotional spots in targeted programming on New Year's Eve and throughout New Year's Day. In addition, a commercial also ran throughout other relevant programming New Year's Day with: 10 spots featuring the tagline "Make 2017 a Year to Remember. Visit Orlando."

Database acquisition efforts have been conducted throughout the year, increasing the overall U.K. consumer database to nearly 180,000 subscribers. An eNewsletter was distributed in November highlighting value messaging, holiday events, what's new in 2017, and an offer from the British Airways Coalition Co-op Campaign.

In-kind initiatives with tour operators have been well received and continue to be implemented with key trade partners to provide additional exposure and drive sales to their Orlando offers, while also providing value messaging to consumers.

Visit Orlando partnered with Walt Disney World Resort, Universal Orlando Resort and SeaWorld Orlando to promote travel to the destination during a member co-op campaign with British Airways. The objective was to drive incremental visitation during off-peak periods targeting adult couples and families with non-school-age children. The ad creative showcased the diverse, exciting year-round experiences in Orlando. Media channels consisted of print, advertorials, digital, social and radio, and delivered more than 36.8 million impressions for the destination.

Media Buy

Advertising Campaigns	Impressions	Description
Brazil Advertising Campaign	78,955,000	Print, TV, Digital, SEM, Social, Tour Operator Co-ops
Canada Advertising Campaign	136,606,000	TV, Digital, SEM, Social, OOH, Tour Operator Co-ops
Colombia Advertising Campaign	12,420,000	Print, TV, Digital, SEM
Mexico Advertising Campaign	30,782,000	Print, TV, Digital, SEM, Social, Tour Operator Co-ops
U.K Advertising Campaign	206,243,000	TV, Digital, SEM, Social, OOH, Tour Operator Co-ops
U.S. Advertising Campaign	276,311,000	Print, TV, Radio, Digital, SEM, Social, OOH

Global Website – VisitOrlando.com

October - December	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Monthly Users	3,097,789	2,550,827	17.7%	12,128,142	10,576,295	26.9%
Total Page Views	9,588,357	8,578,981	11.8%	46,321,171	44,141,152	5.0%
Time Per Visit (average minutes)	1:37	1:54	-14.7%	1:52	2:15	-16.4%

Strategic Alliances

Coinciding with the launch of the fall Canadian campaign, Visit Orlando secured a week-long national television broadcast on The Weather Network (Canada’s version of The Weather Channel in the U.S.). With more than 8.2 million viewers daily, The Weather Network is part of the morning routine for Canadians. For five days, The Weather Network broadcast its four-hour morning show live from sunny Orlando. The broadcast generated more than two hours and 40 minutes of exposure and more than 8.9 million impressions.

During the fourth quarter, Visit Orlando joined forces with Brazil’s Sony Channel and two well-known influencers to produce a series of five, one-minute destination vignettes that aired across Brazil. The two popular Brazilians showcased the breadth and depth of the destination, including the attractions, Winter Park, the dining scene and shopping. The effort created more than four hours of destination coverage and secured more than 2.6 million consumer impressions.

Visit Orlando also executed a series of broadcast initiatives within China this quarter. One such initiative was with the popular TV show “World Traveler,” achieving 324 million impressions.

Below are some highlights from our fourth-quarter activity:

October - December	Media Value	Market	Form of Media	Impressions
The Weather Network	\$162,000	Canada	Online/TV	8,900,000
The Sony Channel	\$200,000	Brazil	TV	2,635,000
World Traveler	\$102,000	China	TV	323,930,000
Totals:	\$464,000			335,929,000

Direct Marketing

e-Newsletters

Market	Delivered	Open Rate	Click-Through Rate
United States Consumer	6,522,000	9.6%	7.6%
Florida Consumer	1,184,000	12.3%	11.0%
International Consumer	609,000	18.9%	8.5%

Visitor Services

October - December	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Number of Walk-ins (Visitor Center)	18,600	23,900	-22.2%	85,500	116,700	-26.7%
Contacts Received (Calls, Live-Chat & Email)	11,600	10,500	10.5%	49,000	50,700	-3.3%

Although walk-in traffic at the Visitor Center was down, the Visitor Services team still exceeded the 2016 sales goal.

Travel Industry Sales

Travel Industry Sales activities for fourth quarter included activities in Argentina, Brazil, Canada, China, Chile, Colombia, Mexico, Germany, India, United Kingdom, Uruguay, the U.S. and the Scandinavian region.

October - December	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Total Tradeshows	9	14	-35.7%	49	59	-16.9%
Client Contacts	2,900	5,513	-47.4%	25,655	29,974	-14.4%
Total Missions	4	4	0.0%	20	7	185.7%
Client Contacts	1,215	2,172	-44.1%	3,116	3,601	-13.5%
Total Client Events	31	29	6.9%	146	138	5.8%
Client Contacts	2,103	2,792	-24.7%	12,373	12,153	1.8%
Total Sales Calls	485	1,310	-63.0%	5,007	4,799	4.3%

Client Contacts	1,380	1,940	-28.9%	7,178	6,393	12.3%
Total Fams	18	13	38.5%	39	41	-4.9%
Client Contacts	268	226	18.6%	820	702	16.8%
Total Educational Seminars	149	102	46.1%	513	460	11.5%
Client Contacts	6,708	4,374	53.4%	27,714	25,732	7.7%
Total Online Trainings	948	1,660	-42.9%	4,252	4,457	-4.6%

GLOBAL COMMUNICATIONS

A significant increase in fourth-quarter impressions was the result of several proactive initiatives from the Communications team, including a new publicity campaign positioning Orlando as the Halloween Capital. The campaign – which included creative strategies in both traditional and social media — promoted the aggregate of unique Halloween events throughout the destination and resulted in positive media coverage in the U.S., Canada and U.K. with such top-tier outlets as the Weather Channel, *New York Times*, *Daily Mail*, *Fox News*, *Globe and Mail* and *Budget Travel*.

Results from numerous press trips that were executed earlier in the year were published in the fourth quarter, timed to influence consumers during this key booking period for winter travel. This coverage spanned all key markets and included stories in influential national media outlets in Mexico, Brazil, the U.K., U.S. and Canada.

Additional media stories promoting fourth-quarter travel were secured by working with the popular family expert, The Travel Mom, in a 14-market television media tour in key U.S. markets that generated more than one million impressions. The team also generated coverage for holiday travel to Orlando in a wide range of well-read U.S. publications including *Chicago Tribune*, *Travel Weekly* and *U.S. News and World Report*.

Global Publicity

October - December	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions Public Relations	1.262B	887M	42.4%	6.967B	5.650B	23.3%

Social Media

Visit Orlando significantly grew the number of followers on our Facebook and Instagram channels in the fourth quarter of 2016, reaching milestone audiences of 1.1 million on Facebook and 100,000 on Instagram. This growth in audience reach has created increased consumer engagement and impressions

for the content we create promoting the destination. In the fourth quarter, this content focused on primarily the Halloween campaign, holiday activities and what's new in 2017.

Our social media platforms have had a banner quarter for audience reach and engagement, helping to create an annual total of 2.9 million acts of direct engagement with the Orlando brand from consumers. Our leisure blog has surpassed the number of total page views over last year.

Social Media

October - December	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Impressions Paid + Organic Impressions (Facebook)	175M	126M	39.3%	410M	214M	90.9%
Visit Orlando Blog (Total Page Views)	580,671	422,325	37.5%	1.9M	1.8M	11.2%

CORPORATE COMMUNICATIONS

Hurricane Matthew

For Hurricane Matthew, in coordination with Orange County's Emergency Operations Center, the crisis response system was activated on Oct. 5. Visit Orlando assisted with the tracking and communication of available hotel inventory in our destination through our online, social media, publicity and visitor services teams.

Media Relations

Visit Orlando worked with the annual Come Out with Pride celebration for destination marketing and visitor services. During the event, Visit Orlando helped paint the town with rainbow hand-fans and parade banners to show support of the LGBTQ community - a vital part of Orlando's diverse culture. The hand-fans encouraged the thousands of event attendees to visit and explore Orlando through the new destination app.

GayCities.com Award

One of the leading gay travel websites, *GayCities.com*, named Orlando "City of the Year." Visit Orlando worked with the website to coordinate recognition for the destination and accept the award during the LGBT Tourism & Hospitality Conference.

Industry Communications

Visit Orlando created numerous platforms to communicate the value and perspective of tourism in the local community. We produced a two-page monthly spread in *i4 Business* magazine, as well as a monthly article in the Florida Association of Destination Marketing Organization's *Tourism Marketing Today*. Topics during the fourth quarter included travel technology, tourism as an economic engine, leadership in the hospitality industry and Visit Orlando's Magical Dining Month.

Visit Orlando also produced 11 issues of our weekly eNewsletter, *Tourism Matters*, during the fourth quarter, to share tourism insights, news and activities with the community.

MEMBERSHIP ENGAGEMENT

In the fourth quarter, Visit Orlando refined our membership strategy for 2017 to include new programs and services to positively impact members and ensure that we remain the members' "go to" organization for opportunities and resources. The new events to be launched include: "Power Hours," providing networking and bite-sized learning at lunchtime; "Membership Meet-ups," allowing members to connect with colleagues and key Visit Orlando staff at the end of the day; and "Member Essentials," offering member specific learning sessions with keynote speakers. The Annual Meeting & Holiday Luncheon held in December hosted a record number of members and community leaders.

PRINT & DIGITAL SERVICES

Visit Orlando designed and produced six long-form publications: the *International Visitors Guide 2016* which is being translated into five languages; the *24-page Convention Sales Co-Op*, which will be inserted into nine national publications; the *2016 Official Attractions Guide* and the *2016 Official Visitors Guide*; along with the completion of the Nov/Dec issue and the Jan/Feb 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 546 other print and digital projects. A total of 2,556 projects were produced this year, exceeding prior year productivity by more than 160 projects.

MEMBERSHIP DEVELOPMENT

The Member Development sales team finished a strong year with successful sales efforts specifically noted for member luncheon table sponsorships, consumer and meeting websites, fall marketing co-op programs, e-Newsletter advertising, and new memberships.

MEETINGS & CONVENTIONS (M&C)

Convention Sales Performance

The sales team booked future events which will attract an estimated 673,843 convention center attendees in the fourth quarter. For the year, the team booked 1,393,898 convention center attendees, a 6.9 percent increase from the same time last year.

The team also booked events with an estimated future 337,161 hotel room nights or 51.9 percent increase from the fourth quarter of 2015.

Total lead volume was down 10 percent in the fourth quarter, with a 2.2 percent decline for the year. The segments impacted were trade/labor, financial & insurance and government. The team booked 1,025,345 in-house room nights for the year, which is a 21.9 percent increase over 2015.

Convention Center

October-December		Comparison to Prior Year	
	Q4 2016	Q4 2015	Variance
Convention Center Definite Attendance Booked	673,843	612,670	9.9%
Convention Center Estimated Room Nights¹	1,482,455	1,347,874	9.9%

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

January-December		Comparison to Prior Year	
	YTD 2016	YTD 2015	Variance
Convention Center Definite Attendance Booked	1,393,898	1,303,426	6.9%
Convention Center Estimated Room Nights¹	3,066,576	2,867,537	6.9%

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

In-House At Hotels

October-December Bookings		Comparison to Prior Year	
	Q4 2016	Q4 2015	Variance
In-House Room Nights	337,161	221,976	51.8%
In-House Attendance	134,754	137,200	-1.7%
BD Specialist Leads	153	252	-39.2%
Total Leads-2016 (this total number includes BD Specialist leads)	513	570	-10.0%

January-December Bookings		Comparison to Prior Year	
	YTD 2016	YTD 2015	Variance
In-House Room Nights	1,025,345	840,647	21.9%
In-House Attendance	414,031	426,790	-3%
BD Specialist Leads	810	936	-13.4%
Total Leads-2016 (this total number includes BD Specialist leads)	2213	2263	-2.2%

Citywide Sales Key Bookings

The sales team had several significant multi-year bookings in the fourth quarter, including InfoComm, International Association of Amusement Parks and Attractions, Grainger and McDonald's.

- InfoComm will bring 39,000 attendees to the destination in June 2021, 2023 and 2025.

- International Association of Amusement Parks and Attractions will bring 35,000 in November 2026, 2027, and 2028.
- Grainger will bring 15,000 attendees in March 2021, February 2022 and February 2023.
- McDonald's will bring 14,000 attendees to the destination in April 2020 and 2022.

Additional key bookings include:

- MegaCon will bring 69,000 attendees to the destination in May 2017.
- Healthcare Information & Management Systems Society will bring 41,000 attendees to Orlando in February 2028.
- American Academy of Ophthalmology will bring 25,000 attendees in October 2025.
- Federation of International Medical Equipment Suppliers will bring 21,000 attendees in August 2017.
- American Pet Products Association will bring 15,000 attendees in March 2021.

Business Development Key Bookings

Key in-house bookings for the fourth quarter included:

- The U.S. Department of Education will bring 6,500 attendees to Orlando in November 2017.
- International Association of Foundation Drilling will bring 3,000 attendees to the destination in March 2021.
- National Collegiate Athletic Association will bring 2,500 attendees in January 2019.
- St. Jude Medical Center will bring 1,800 attendees in February 2017.
- LifeWay Christian Resources will bring 1,600 in April 2017.

Direct Sales Activities

Activity	Total Number	Total Number of Participants/Attendees
Tradeshows	6	22,000
Missions	2	155
Client Events	7	4,000
Fams	1	12

Visit Orlando's President and CEO George Aguel led the organization's largest delegation of members - 16 - at IMEX America in Las Vegas in October for tradeshow activities and breakfast events for key clients and media. Increasing in size and scope annually, this event features the largest Hosted Buyer Program in North America with more than 3,000 hosted buyers and more than 2,000 other trade buyers from the U.S. and 69 other countries.

Visit Orlando hosted its 6th Annual Toronto Sales Mission. During this mission, Visit Orlando and nine members met with more than 70 clients representing corporate, association and specialty accounts.

Connect Faith and Connect Florida, in conjunction with Visit Orlando, met at the Rosen Shingle Creek in October. The education conference and appointment-only tradeshow brought faith-based, specialty and association meeting planners together for three days of general sessions, roundtables, workshops and networking. Fred Shea, senior vice president of Visit Orlando, welcomed the 1,000 attendees. The Visit Orlando convention sales team networked with more than 300 meeting planners and had 180-plus hosted buyer appointments.

Visit Orlando was represented at the ExL Pharmaceutical Conference in Philadelphia. This pharmaceutical education conference helped connect end-users of major pharmaceutical companies and major influencers from the larger third parties. As a result of the conference, Visit Orlando connected with several new potential accounts, as well as senior sourcing managers from Maritz and American Express, who book for Merck, Novo Nordisk, Dell Computers and BMS.

Visit Orlando's Midwest Convention Sales citywide team networked with more than 175 meeting professionals at the Meeting Planners International (MPI) Great Lakes Education Summit in November.

Our organization represented Orlando at the Financial & Insurance Conference Planners (FICP) Annual Conference, which boasted record-breaking attendance this year with more than 700 meeting planners and hospitality partners in Nashville. Our team engaged in one-on-one appointments with decision-makers during TheNetwork, a dedicated event for conference attendees to meet hospitality partners.

Visit Orlando, along with eight members, attended the American Express INTER Supplier Showcase in New Orleans this December to meet with American Express Travel Buyers and Meeting Planners. The group met with more than 75 clients from accounts including Bristol Myers Squibb, Ernst and Young, Harley Davidson, Merck and United Health Group.

Visit Orlando and the Orange County Convention Center also participated in the IAEE Expo in Anaheim, California in December and hosted 30 top clients for a client event at Disneyland's Silly Symphony Swings.

Also in December, Visit Orlando and eight members exhibited at the annual Holiday Showcase®, an event that is widely considered the industry's best and most highly attended one-day exhibition for the area's multi-billion dollar meetings and events market. The group networked with the more than 1,400 meeting planners and association decision-makers in attendance.

Convention Marketing Update

In an effort to maintain Orlando's position as the No. 1 meetings destination in the country and grow our in-house business leads, Convention Marketing runs two annual advertising campaigns targeting meeting professionals in the U.S. and Canada. These campaigns include the annual convention co-op media plan and non-citywide/brand media plan.

- The convention co-op media plan includes the 24-page "Orlando Destination Guide" custom insert, which runs in the top national meeting trade publications throughout the year. In addition, a comprehensive digital media schedule with banners and emails increases exposure for co-op partners. The final insertion ran in PCMA's popular *Convene* magazine in October. In total, the campaign delivered 3.4 million print and digital impressions in the fourth quarter.
- The non-citywide/brand media plan promotes Orlando's in-house meeting capabilities and new product offering with national print and digital coverage. In the fourth quarter, the full-page meeting brand ads ran in top trade magazines including *Convene*, *Meetings & Conventions* and *Successful Meetings*. Visit Orlando also placed a special Orlando destination insert in *Worth* magazine that showcased our luxury and business offerings. Visit Orlando wrapped up the digital media campaign with ad networks and retargeting campaigns to drive traffic to the OrlandoMeeting.com website and stimulate connections with the sales team. The non-citywide/brand campaign delivered a total of 5.2 million print and digital impressions in the fourth quarter, which contributed to delivering more than 100,000 unique visitors to the OrlandoMeeting.com website in 2016.

E-Newsletters

Market	Month	Delivered	Open Rate	Click-Through Rate
Meetings Insider Q4	November	29,859	11%	6.4%

Destination Services

The Destination Services team conducted 59 client site visits and meetings in the fourth quarter. Service leads decreased compared to fourth quarter 2015; however, year-end results were up compared to 2015.

October – December 2016	Q4 Results			Year-to-Date Results		
	2016	2015	Variance	2016	2015	Variance
Service Leads Issued ¹	155	170	-9%	723	716	1%