

Board HIGHLIGHTS



Our destination kicked off 2017 with a strong start to the convention season and a robust Spring Break occupancy rates despite a later-than-usual Easter.

January was “game-on” for Orlando with a sold-out crowd at the NFL Pro Bowl which brought athletes, fans and national media exposure to our destination. The travel press heralded our pleasant weather, events and new attractions, with Travel + Leisure naming Orlando one of the “Best Places to Travel” in the winter, and US News & World Report awarding us “Best Family Spring Break” destination.

As a result of the growing uncertainties in international travel to the U.S., Visit Orlando recalibrated our destination’s marketing efforts, maintaining a positive presence in our core international markets while ramping up stronger presence initiatives in the U.S. The launch of our spring campaign already delivered more than 159 million impressions, ensuring Orlando was top-of-mind during a key vacation planning period.

On both a national and international scale, social media efforts in the first quarter focused on the successful #Wintermission campaign, including 50 pieces of online content that showcased sunny Orlando and its attractions. The social team continues to grow its active rapport throughout the destination with over a dozen Facebook Live remotes highlighting major events, openings and things to do -- from the NFL Pro Bowl celebration parade to a sushi demonstration with celebrity Iron Chef Morimoto.

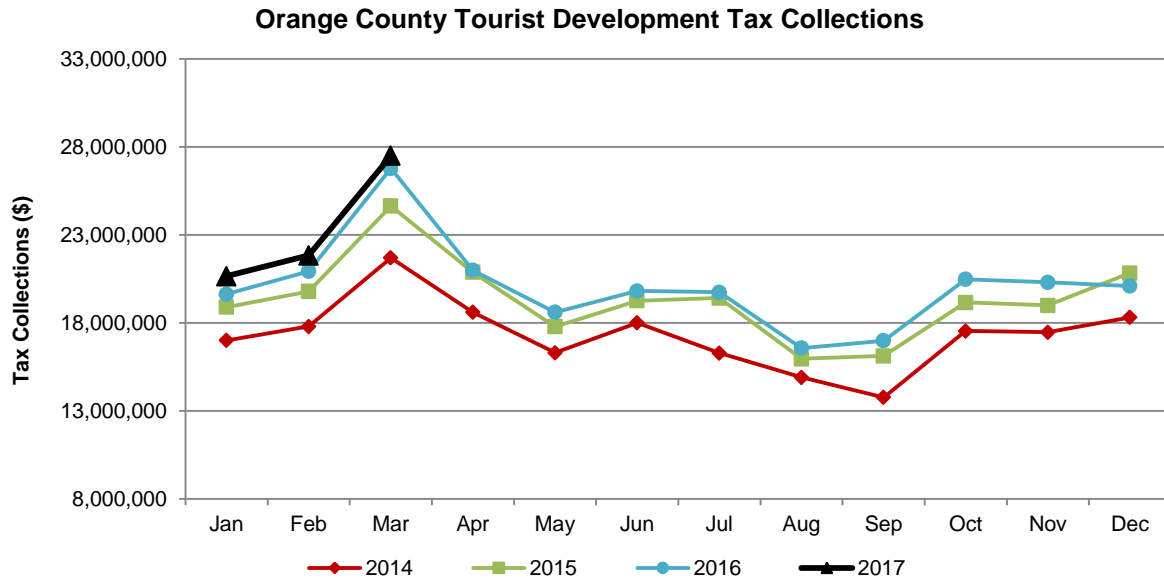
On the international front, our U.K. advertising efforts attained the highest impact on record among Orlando’s target demographic of moms. Canadian television viewers saw our sunny location showcased on the nation’s No. 1 rated morning show and numerous publicity stories highlighted Orlando as a top spring break getaway. And our campaign in Brazil ensured that our destination remained the top spot among other competitor destinations in terms of overall reputation, future consideration and recommendation as a destination. Keeping this positioning in our key overseas market of Brazil will let us maintain our leadership position as Brazil’s travel continues to improve.

We also are anticipating the largest attendance in the history of the Orange County Convention Center. Visit Orlando’s convention sales team’s bookings for first quarter are already up 41 percent over last year.

Looking ahead, our community will offer visitors new exciting attractions. Growth in domestic travel, reinforced by Visit Orlando’s strong marketing efforts, indicates that our U.S. visitation should continue to be strong.

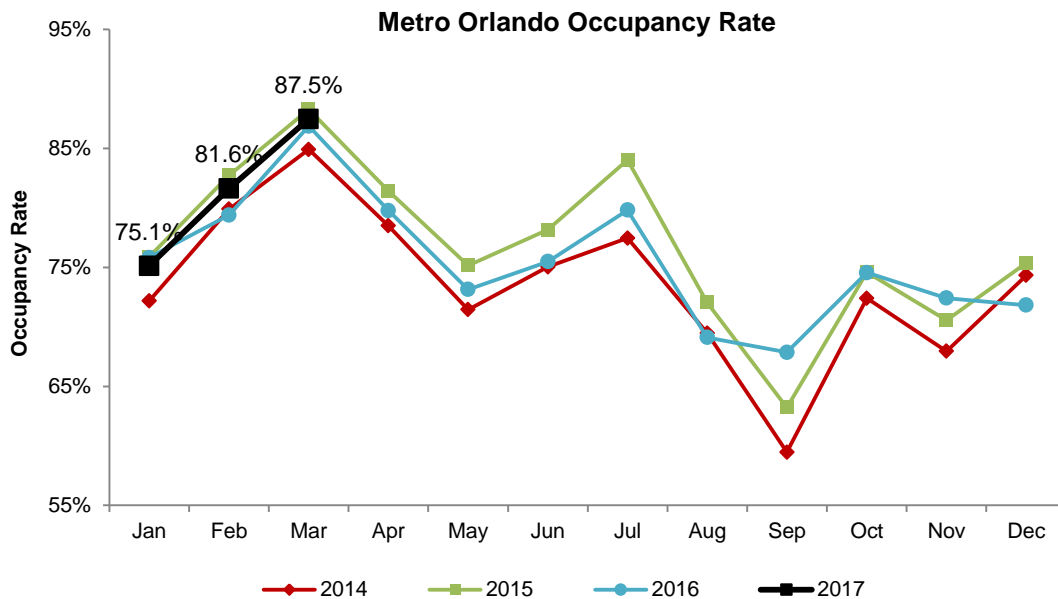
George Aguel
President & CEO

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.



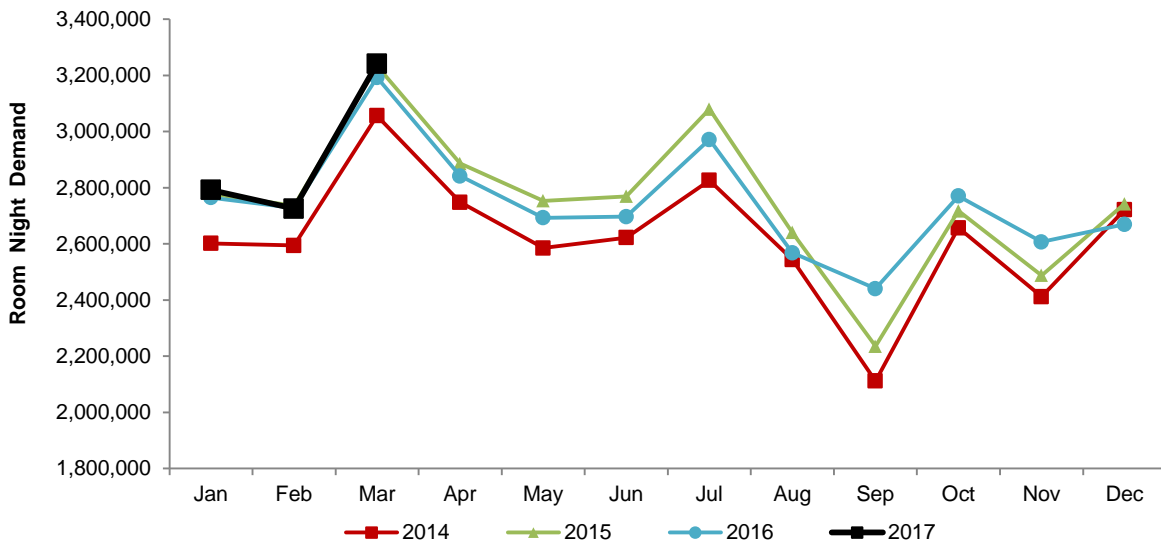
Occupancy

	Q1 Results	Year-to-Date Results
	2017	2017
Orange County	83.0%	83.0%
Metro Orlando	81.4%	81.4%
National	61.1%	61.1%
Florida	78.1%	78.1%

Average Daily Rate

	Q1 Results	Year-to-Date Results
	2017	2017
Orange County	\$142.73	\$142.73
Metro Orlando	\$133.26	\$133.26
National	\$124.27	\$124.27
Florida	\$159.38	\$159.38

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q1 Results	Year-to-Date Results
	2017	2017
Supply ¹	10.762	10.762
Demand ²	8.759	8.759

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 first quarter, Visit Orlando launched our spring campaign in four areas: out-of-state, in-state, in-market and member co-op channels. The goal was to ensure Orlando is top of mind during a key vacation planning period.

Visit Orlando launched our out-of-state campaign with several initiatives targeting consumers in the key markets of New York, Philadelphia and Atlanta. These included traditional and digital TV spots with TV promotions, terrestrial and digital radio, online and mobile ads, search engine marketing, social advertising and creative out-of-home exposure such as:

- In New York, locations in Penn Plaza, Macy's, The Port Authority and Times Square, as well as bus wraps.
- In Philadelphia, high-traffic arteries to and from affluent neighborhoods, as well bus wraps.
- In Atlanta, digital displays and out-of-home boards in North Atlanta.

The Florida campaign kicked-off in February with traditional and digital TV spots and TV promotions in Miami. Tampa, Jacksonville and Miami also included terrestrial and digital radio, online and mobile ads, search and social support. Our in-market campaign kicked-off in January with out-of-home placements and digital, social and search initiatives. Member co-op campaigns are also underway in markets that include print, digital, Facebook and search.

Brazilian Marketing Campaign

The campaign launched early March with national paid TV, print, digital display, social media engagement and search engine marketing. The campaign focuses on key planning and booking periods. In addition to paid media, consumers are now able to search for the latest Orlando news on the new Portuguese-dedicated blog that launched this year on Visit Orlando's Brazil website.

Database efforts continue to be successful in the market with a growth of more than 100 percent year over year. E-Newsletters are delivered to subscribers monthly with valuable planning information.

The result of the Spring Brand Tracking study continues to reinforce Brazilian families' love for Orlando. Orlando maintains the top spot among the competitive set in terms of overall reputation, future consideration and being the most recommended destination.

Canadian Marketing Campaign

January through March represents the peak travel season for Canadians eager to escape the cold, gray winter weather. To ensure that Visit Orlando reaches those Canadians during the booking cycle, both digital and search engine marketing were employed to promote Orlando vacation planning kits, ticket

sales, the Visit Orlando App and deals made for Canadians. To help raise awareness and encourage repeat visitation, Visit Orlando has ongoing social media efforts promoting all there is to do in the destination including new openings, festivals, dining options and more. E-Newsletters were sent to Canadians in January, February and March.

Canada's number one national morning TV show was in Orlando for an entire week of live broadcasts reaching their 1.3 million daily viewers. Visit Orlando also negotiated with Canada's nationwide The Weather Network, watched by 8.2 million viewers daily, to broadcast live for an entire week.

A joint promotion with Canadian airline, WestJet, created excitement surrounding new weekly service between a regional southern Ontario airport and Orlando. The promotion included extensive online and radio spots over a four-week period. A digital co-op was executed between Visit Orlando and FlightNetwork.com with opportunities to opt-in to the Visit Orlando database in February and early March.

Colombian Marketing Campaign

The campaign started early March with digital display, social media engagement and search engine marketing. The efforts focused on providing the consumer with the latest news on Orlando through content in the new dedicated Spanish Blog launched this year on Visit Orlando's Colombia site.

Database efforts continue to be successful in the market with a growth of more than 100 percent year over year. E-Newsletters are delivered to subscribers monthly with valuable planning information.

United Kingdom Marketing Campaign

The Ad Tracking Study for the U.K. Winter Campaign reported positive campaign results. This campaign ran from Dec. 26 through Feb. 28 – the U.K.'s peak booking period – to provide extensive exposure encouraging families to book their next holiday to Orlando. Advertising awareness among target moms in the U.K. was above 60 percent, the highest level on record. Top-of-mind awareness has risen as well. Extending the TV buy, which remains the foundation of the campaign, with the innovative and effective tactics in digital, social media and out-of-home resulted in a more effective reach.

E-Newsletters were distributed in January and February to more than 193,000 subscribers featuring key messages that influence selection of Orlando as a travel destination.

Visit Orlando also secured the longest-running morning TV show from the U.K., ITV's "This Morning," to broadcast a series of taped segments recorded in Orlando.

Trade-out initiatives continued to be implemented with key U.K. trade partners to provide additional exposure and drive sales to Orlando offers. Initiatives included ads on the U.K. campaign landing page, in

U.K. consumer e-Newsletters, and printed inserts featuring an offer distributed with Orlando Holiday Guide requests.

Media

Advertising Campaigns	Impressions	Description
Brazil Campaign	51,600,000	TV, Print, Digital and SEM.
Canada	88,344,000	Digital, Paid Social, Promotions, SEM and Tour Operator Co-op
Colombia Campaign	1,627,000	Digital and SEM
Domestic Campaign	159,000,000	TV, Radio, Digital, Paid Social, SEM and Out of Home
United Kingdom	222,356,000	TV, Digital, Paid Social, SEM and Out of Home

Global Website – VisitOrlando.com

January - March	Q1 Results	Year-to-Date Results
	2017	2017
Monthly Users	2,776,659	2,776,659
Total Page Views	10,417,546	10,417,546

Partnership Marketing

Visit Orlando forged a promotional arrangement with basketball's Toronto Raptors and hockey's Toronto Maple Leafs that included an extensive online presence as well as in-stadium signage and electronic billboards in the downtown Toronto region. The basketball promotion's completion aligned with a game between the Orlando Magic and the Toronto Raptors where Visit Orlando executed a fun engagement effort.

Orlando conducted a three-week, in-store and online promotion in the United States with popular retailer, APEX by Sunglass Hut.

Aligning with the opening of the USTA's National Campus in Orlando, Visit Orlando conducted a promotion within the BNP Paribas Showdown tennis event taking place in New York's Madison Square Garden. The sold-out event launched Orlando's spring advertising campaign via in-stadium digital signage, PA announcements as well as airing Orlando's television commercial on the jumbotron and within the event's telecast on ESPN. The team also conducted in-concourse engagement.

Below are highlights from our first quarter activity:

January - March	Market	Form of Media	Impressions
WestJet Airport Promotion	Canada	Online/Radio	2,442,000
Toronto Raptors Promotion	Canada	Online/In stadium	6,580,000
Toronto Maple Leafs Promotion	Canada	Online / In stadium	4,100,000
CTV "Your Morning"	Canada	TV	15,600,000
The Weather Network	Canada	Online / TV	9,905,000
ITV "This Morning"	U.K.	TV	2,000,000
APEX Promotion	US	Online / In store	2,540,000
BNP Paribas Showdown	US	Online / In arena	250,000
Totals:			43,417,000

Direct Marketing e-Newsletters

Market	Delivered	Open Rate	Click Through Rate
United States Consumer	2,578,000	9.1%	8.8%
Florida Consumer	466,000	11.0%	8.8%
International Consumer	1,032,000	16.6%	9.4%

Travel Industry Sales

Travel Industry Sales activities were conducted in Brazil, Canada, China, Colombia, Mexico, Germany, India, the Scandinavian region, Southern Cone (Argentina, Uruguay and Chile), United Kingdom, Uruguay and the United States.

January - March	Q1 Results	Year-to-Date Results
	2017	2017
Travel Professionals Trained (In-person and Online)	9,014	9,014
Travel Professional Events (Tradeshows, Missions, Destination Orientations, Sales Calls)	769	769
Travel Professionals Reached (During Travel Professional Events)	14,604	14,604

GLOBAL COMMUNICATIONS

The Communications team started off the year strong with significant media results in the first quarter around the theme "17 New Orlando Openings in 2017." Results included top-tier media outlets such as Travel + Leisure, U.S. News & World Report, MSN.co.uk, Daily Telegraph and Independent Online. In Brazil, the team pitched a short-term travel story around escaping Carnival to Orlando for the holiday, landing coverage in key outlets R7, Virgula and Folha do Estado, to name a few.

Results from broadcast initiatives aired throughout the first quarter in all key markets including a Today Show Fan of the Week Segment (U.S.), BBC Radio (U.K.), LGBTQ Travel Segment on OutTV (Canada), a Mexican radio show focused on luxury travel and seven segments on Brazilian TV show, “Esporte Fantástico,” a popular sports-focused program that reaches 25 million viewers weekly.

January - March	Q1 Results	Year-to-Date Results
	2017	2017
Impressions Public Relations	1.715B	1.715B

Social Media

Social media efforts in the first quarter focused on #Wintermission, an initiative targeting key markets experiencing cold weather, to receive messaging, imagery and creative storytelling showcasing a warm weather getaway to Orlando. The team executed a Facebook Live from a Lazy River, promoted recognition from Travel + Leisure for being a top winter destination, created multiple videos, GIFs and blog stories, and engaged with fans lamenting their cold weather conditions.

In addition, the team promoted major events and new openings in Orlando, including a series of Facebook Live posts ranging from a NFL Pro Bowl celebration parade to a sushi demo with Iron Chef Morimoto, which collectively reached more than 1 million fans on the social media platform.

January - March	Q1 Results	Year-to-Date Results
	2017	2017
Uplift + Organic Impressions (Facebook, Twitter, YouTube)	11.6M	11.6M
Visit Orlando Blog (Total Page Views)	434,704	434,704

CORPORATE COMMUNICATIONS

Industry Communications

Visit Orlando created numerous platforms to communicate the value and perspective of tourism in the local community. We provided content for 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 first quarter included a 2017 tourism outlook, construction in the destination and the convention center.

Visit Orlando also produced 11 issues of our weekly e-Newsletter, Tourism Matters, during the first quarter, to share tourism insights, news and activities with the community.

MEMBER RELATIONS

In the first quarter, the membership team launched new programs and services aimed to positively impact members and ensure that Visit Orlando remains the members' "go to" organization for opportunities and resources. New events included five "Power Hour" lunchtime programs; three "Membership Meet-up" evening networking events; and three webinars covering the topics of "Seven Steps to Successful 2017," "Research Insights" and "What's new in Orlando." Visit Orlando's popular "Party at Pointe Orlando" was held in March, attracting more than 600 members for an evening of business networking, and nearly 100 members attended a Magic game at another popular member event. The "Celebrating Travel & Tourism" luncheon is planned for May 11. The event will include a new pre-luncheon "learning lab" covering the latest trends in meetings, and feature keynote speaker Jerry Inzerillo, CEO of Forbes Travel Guide.

PRINT & DIGITAL SERVICES

The Print & Digital team designed and produced the 2017 Visitors Guide, 2017 Attendee Guide, 2017 Convention Attendee Guide and the 2017 International Visitors Guide in five languages, which printed in six countries, along with two issues of Orlando Arts Magazine. Produced and published by Visit Orlando bi-monthly 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 667 print and digital projects to support Visit Orlando's strategic goals.

MEETINGS & CONVENTIONS (M&C)

Convention Sales Performance

In the first quarter, the sales team booked future meetings with estimated attendance of 294,861 to be held at the Orange County Convention Center. This is a 41 percent increase over the first quarter of 2016, which had 209,293 attendees.

Jan-March	Year-to-date Results	
	Q1 2017	2017
Convention Center Definite Attendance	294,861	294,861
Convention Center Estimated Room Nights	648,694	648,694

The sales team booked 84,732 in-house attendees in the first quarter.

Several factors are affecting in-house meeting declines this first quarter for Orlando including second-tier cities offering concessions such as free transportation and lower rates, as well as decreases in the number of larger meetings, such as product launches, conferences, tradeshow, incentives and special

events. Attendee size has also declined due to internal meeting types, including training, senior leadership and advisory board meetings due to budget reductions.

The sales team is proactively soliciting groups that have used competitive cites for new group opportunities with an emphasis on the corporate market as these groups typically have a shorter booking window. Total leads are still tracking positively.

Jan-March	Year-to-date Results	
	Q1 2017	2017
In-House Room Nights	155,551	155,551
In-House Attendance	84,732	84,732

Convention Center Key Bookings

Top bookings for the convention center in the first quarter included MegaCon, Premiere Beauty, Surf Expo, Sapphire NOW and the International Society for Technology in Education.

- MegaCon booked for May 2018 and will bring 68,000 attendees.
- Premiere Beauty booked for June 2022 and will bring 57,000 attendees.
- Surf Expo signed for September 2019 and will bring 30,000 attendees.
- Sapphire NOW signed for June 2021 and will bring 14,000 attendees.
- The International Society for Technology in Education has not been back to Orlando since 1993 and will bring 23,000 attendees in June 2026.

In-Hotel Key Bookings

Top in-hotel bookings in the first quarter included African Methodist Episcopal Zion Church, Irish Dance Team, Holiday Matsuri, American Society of Military Comptrollers and the Consortium of Multiple Sclerosis Centers.

- The African Methodist Episcopal Zion Church will bring 7,000 attendees to the destination in July 2019.
- The Irish Dance Team will bring 5,000 attendees in November 2017.
- Holiday Matsuri signed to bring 3,000 attendees to Orlando in December 2018, 2019 and 2020.
- The American Society of Military Comptrollers will bring 3,000 attendees in May 2021.
- The Consortium of Multiple Sclerosis Centers will bring 2,100 attendees in May 2020.

Direct Sales Activities

Activity	Total Number	Total Number of Attendees
Tradeshows	8	3,412
Missions	1	37
Client Events	1	93
Destination Orientations	4	38

Visit Orlando, the Orange County Convention Center and participating members held at an educational luncheon during the annual Professional Convention Management Group Convening Leaders in Austin, Texas, on Jan. 8-11 for more than 200 top association and corporate meeting professionals.

Visit Orlando kicked off the New Year on Jan. 4-6, with the first Destination Orientation of the season. Team leaders from ConferenceDirect and their associates attended three days of hotel and theme park site inspections, team building events and educational sessions.

The Visit Orlando convention sales team participated in the Religious Conference Management Association's Emerge Conference on Jan. 30-Feb. 1. Visit Orlando shared updated information on what's new in Orlando with the 500 meeting planners that attended the professional faith-based tradeshow. The purpose of this event was to have an opportunity to meet with and educate key religious meeting professionals in order to secure more of their group for Orlando.

Twenty-one meeting planners from the Philadelphia area joined Visit Orlando and 15 members for a Philadelphia Sales Mission on Feb. 9-10. Visit Orlando and the members were able to meet with new planners and increase visibility with current customers. The following day, Visit Orlando held an educational event for AMEX and Bristol Meyers, where 17 planners learned more about Orlando and connecting with our members.

Visit Orlando attended ConferenceDirect's CDX meeting, Feb. 22-24. The bi-annual meeting rotates around the country and is comprised of the company's executive teams, ConferenceDirect top associates, their top clients and a small group of suppliers. The three-day meeting highlights ConferenceDirect's success, educational sessions and networking events. Orlando was recognized once again as the number one booked destination for the company in 2016.

During the American Society of Association Executives (ASAE) Great Ideas Conference held in Orlando Mar. 5-7, Visit Orlando's convention sales team networked with key association executives and directors. HelmsBriscoe, a leading meeting management company, sent 14 meeting planners to Orlando in March for a three-day destination orientation of education and tours of hotels and venues. These associates book a variety of association, corporate and social groups.

Visit Orlando conducted a Destination Orientation education session for the American Express Ernst and Young travel team. The American Express Ernst and Young travel team sources hotels and destinations for corporate meetings and events. Participants learned about "What's New" at the Orange County Convention Center and in the Convention Center District, as well as new dining and entertainment options; the services available through Visit Orlando; and details on new hotels, renovations and expansions.

Convention Marketing Update

Convention Marketing runs two annual advertising campaigns targeting meeting professionals in the U.S. and Canada to maintain Visit Orlando's position as the number one meetings destination in the country and drive group business leads for citywide and non-citywide conventions. 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 nine times across the top national meeting trade publications throughout the year. In addition, a comprehensive digital media schedule with shared online display banners from our members and co-op emails is used to increase exposure for participating co-op members. New this year, we have introduced an [innovative new convention co-op microsite](#) in an effort to digitize the Orlando insert and enhance exposure for our co-op members throughout the year. In the first quarter, the convention co-op insert ran in ASAE's Associations Now in January, MPI's The Meeting Professional in February, and Prevue magazine in March. Digital media banners run monthly in Tribal Fusion ad network, MCMag.com, SuccessfulMeetings.com, ASAECenter.org, MeetingsToday.com and SmartMeetings.com. The campaign delivered a total of 8 million print and digital impressions in the first quarter.
- The **non-citywide/brand media plan** promotes Orlando's "in-hotel" meeting capabilities and new destination product offerings with print and strong digital national brand coverage. The plan launched in March and runs through November 2017. In the first quarter, full-page meetings brand ads ran across the top trade magazines including Associations Now, Convene, Meetings & Conventions, Meeting Mentor, Corporate and Incentive Travel, and Black Meetings & Tourism. The non-citywide/brand campaign has delivered a total of 809,408 print impressions so far in the first quarter.

Destination Meeting Services

The Destination Services team conducted 104 client site visits and meetings in the first quarter.

January - March	Q1 Results	Year-to-Date Results
	2017	2017
Service Leads Issued	194	194