

Tourism Industry Bounced Back Strong from Hurricane Irma

The third quarter of 2017 will be remembered for how Orlando's travel and tourism industry bounced back with tremendous speed and determination from Hurricane Irma. As a critical communication resource for the industry, Visit Orlando provided timely destination updates — before and immediately after the storm — that helped everyone from visitors and evacuees to meeting planners, tour operators and the media.

Visit Orlando's 12th annual Magical Dining Month, sponsored by American Express, grew from 90 to a record 118 restaurants and, for the first time, will benefit two charities: Freedom Ride and BASE Camp Children's Cancer Foundation. Due to the hurricane, we added 12 days to help the restaurants and charities make up for a stretch of lost business. The final donation amount will be announced Dec. 7 at Visit Orlando's Annual Meeting & Luncheon.

Year to date through September, key hotel indicators were up across the board. In comparison to the first three quarters of 2016, occupancy rates increased 3.7 percent and the average daily rate rose 12.9 percent. In contrast, on the national level, occupancy rates declined 5.6 percent and the ADR fell 1.5 percent. Revenue from the Tourist Development Tax also continued to pace ahead of last year, and overall production for the Orange County Convention Center was up 9.6 percent (69,148 attendees).

During the third quarter, Visit Orlando launched our destination's fall global advertising campaigns. In the U.S., the key markets of New York, Philadelphia and Atlanta were targeted, and a series of long-format TV segments ran on NBC's New York Live morning show. International campaigns focused on Canada, the UK, Brazil and Colombia.

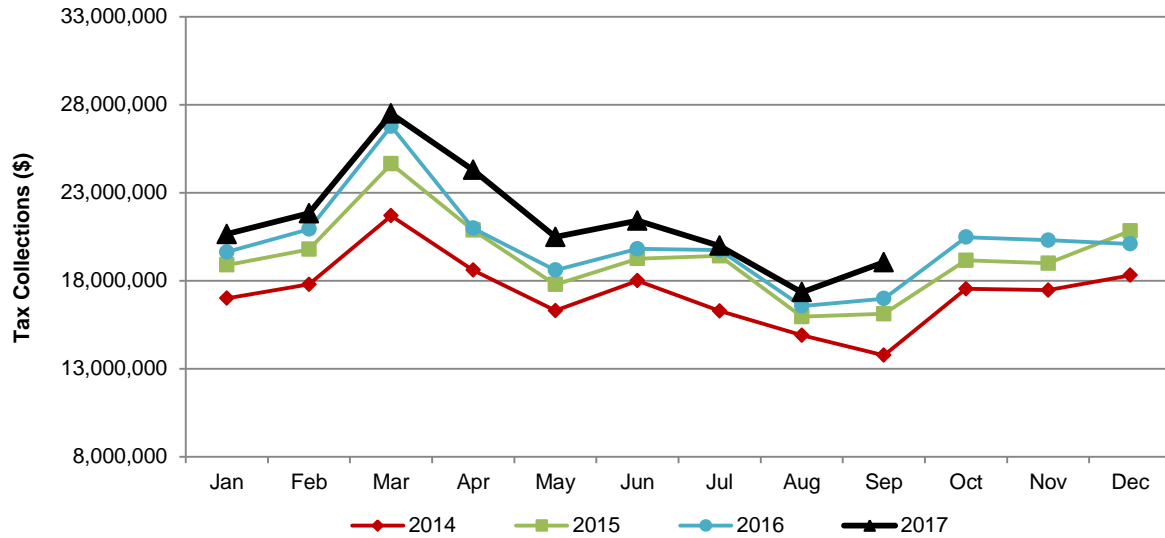
In Canada, the travel industry sales team rolled out a new sales mission format that incorporated travel agents, tour operators, call center agents and member organizations in one roadshow. On the membership front, Visit Orlando served as educator and connector to 1,240 event registrants (from 472 organizations) at eight business networking events, including two sold-out Member Meet-Ups. In August, almost 800 members and community leaders attended Visit Orlando's annual Business Insights Luncheon and Economic Forum.

Looking ahead, Orlando remains a popular travel choice for the holidays, especially for families looking to escape the cold weather. U.S. News & World Report recently ranked Orlando the "Best Winter Family Vacation," while Wallet Hub called us the "Best Warm Destination for Winter Travel." With so much to offer, and so many memories waiting to be made, it's no wonder Orlando continues to be America's most visited destination.

George Aguel
President & CEO

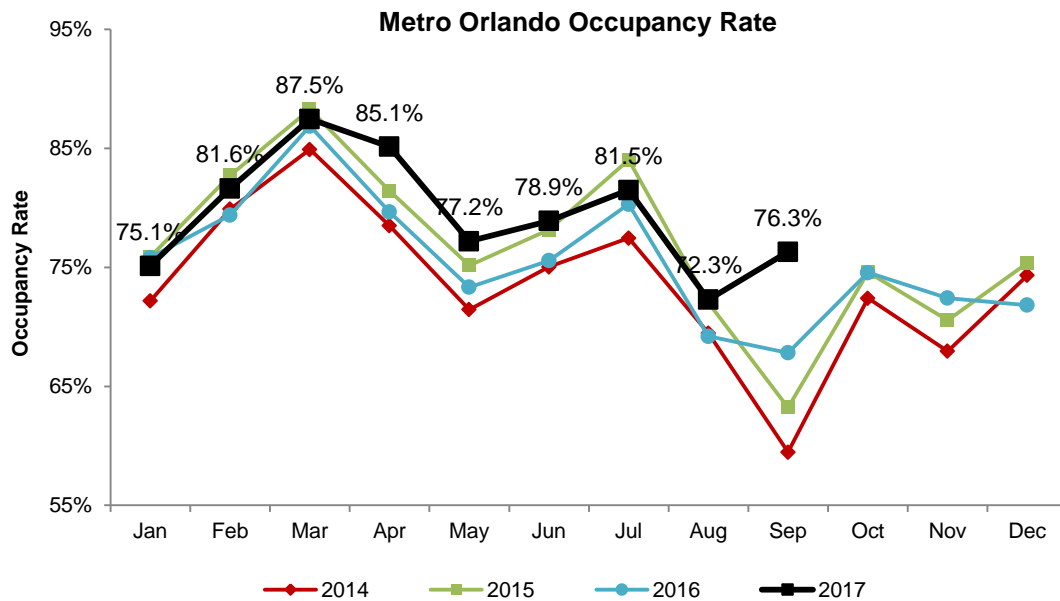
INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections



Metro Orlando Lodging Indicators

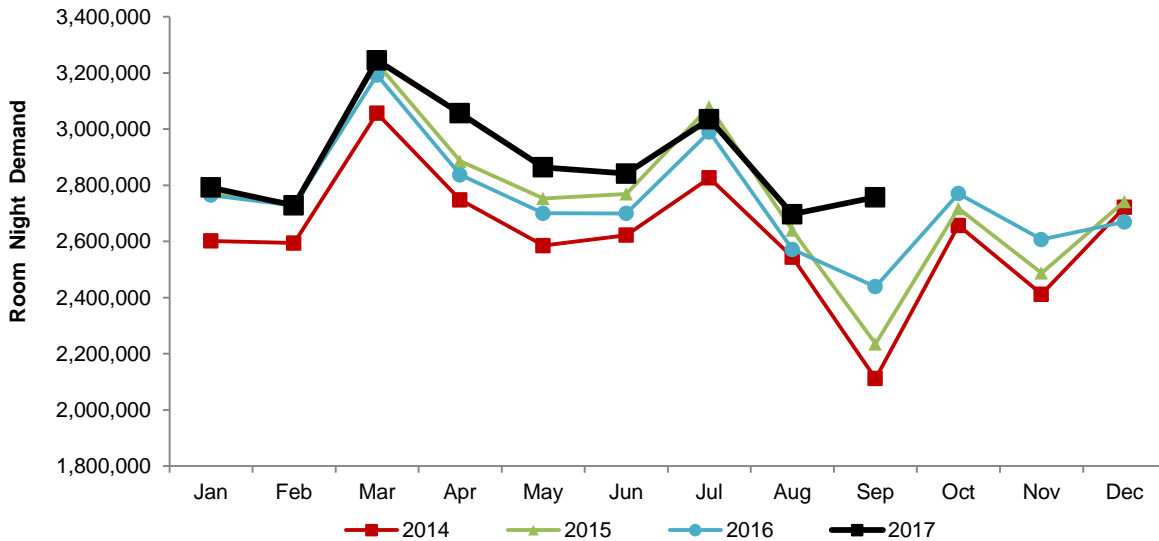
The following data are based on the January through September results released by STR. Please note that STR information does not include Disney-owned and -operated hotels, nor does it include the short-term rental of alternative accommodations such as timeshares, condos and vacation homes.



| Occupancy | | |
|---------------|------------|----------------------|
| Jan-Sep | Q3 Results | Year-to-Date Results |
| | 2017 | 2017 |
| Orange County | 79.1% | 81.6% |
| Metro Orlando | 76.7% | 79.5% |
| Florida | 70.6% | 74.4% |
| National | 71.4% | 67.4% |

| Average Daily Rate | | |
|--------------------|------------|----------------------|
| Jan-Sep | Q3 Results | Year-to-Date Results |
| | 2017 | 2017 |
| Orange County | \$113.61 | \$128.95 |
| Metro Orlando | \$107.29 | \$121.11 |
| Florida | \$120.15 | \$139.11 |
| National | \$129.05 | \$127.14 |

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

| Jan-Sep | Q3 Results | Year-to-Date Results |
|---------------------|------------|----------------------|
| | 2017 | 2017 |
| Supply ¹ | 11,070 | 32,742 |
| Demand ² | 8,490 | 26,016 |

¹ Room-night supply: Computed each month by taking the number of hotel/motel rooms multiplied by number of days in the month

² Room-night demand: Computed each month by taking the room-night supply multiplied by occupancy rate

VISIT ORLANDO ACTIVITIES

GLOBAL MARKETING

In addition to our “always on” strategy of search and paid social media, during the third quarter we launched our destination’s fall global advertising campaigns. Advertising in all markets was paused during Hurricane Irma and immediately after to ensure the Orlando area was open for business. Once we understood the minimal impact to Orlando, as well as key feeder markets, media tactics were quickly relaunched to showcase how fast our destination had bounced back. The impressions are being made up in late September and October.

United States Marketing Campaign

To ensure Orlando is top of mind during a key vacation planning period within critical U.S. markets, Visit Orlando launched an out-of-state campaign with several initiatives targeting consumers in New York, Philadelphia and Atlanta. These included traditional and digital TV spots, 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: double-deck wrapped buses; outdoor subway signs in Manhattan; digital spectacular displays outside Macy’s in Times Square, Port Authority, Bryant Park and Penn Plaza; and posters in the suburbs.
- In Philadelphia: outdoor boards in high-traffic arteries to and from affluent neighborhoods, as well bus wraps.

Visit Orlando also secured a weeklong TV broadcast on NBC’s New York Live morning show, working with an NBC crew to develop a series of long-format segments that showcased the breadth and depth of the destination. The broadcast kicked off with a live in-studio piece where the hosts reported that Orlando was ready to welcome visitors after Hurricane Irma. The segments that followed showcased “What’s New,” “Halloween and Fall Events,” “Relaxation and Luxury,” “Outdoor Adventures” and “Orlando’s Dining Scene.” Host Erika Vetrini also took Orlando to the streets of New York City via 360-degree goggles, immersing guests in Orlando’s limitless adventures. Additionally, we secured a seven-week, 21-segment TV broadcast that aired around the weather portion of the news on NBC in New York.

The Florida campaign launched with digital tactics in Tampa, Jacksonville, Miami and West Palm Beach, including digital radio, online and mobile ads, search and social support. Our in-market campaign increased activity with a focus on targeting tourists with digital tactics and social and search initiatives. Member co-op campaigns are underway in key markets that include print, digital, Facebook and search.

Visit Orlando’s 12th annual Magical Dining Month, sponsored by American Express, grew from 90 to 118 restaurants and, for the first time, included two charities. Both Freedom Ride and BASE Camp Children’s

Cancer Foundation will share funds raised through the program's \$1 per meal donation. Our Magical Dining ad campaign ran through Sept. 30 and included radio, outdoor boards, digital and print in the Orlando area. Along with the support of local promotion and publicity efforts, more than 4.6 million page views were generated, a 7 percent increase over last year. Due to Hurricane Irma, we added 12 days to help the restaurants and charities make up for a stretch of lost business. A small media buy supported the program's extension through Oct. 12.

For third quarter, Visit Orlando's total domestic marketing efforts delivered more than 223 million impressions from out-of-state, in-state, in-market and co-op members.

Brazilian Marketing Campaign

This summer, Visit Orlando's research team conducted a Brand Health Tracker survey to track Brazilians' perceptions of Orlando as a vacation destination. The results confirmed the country's love of Orlando continues, as all key measurements were positive.

Visit Orlando continued consumer efforts in Brazil by launching the second flight of the national media campaign in mid-August. Targeted consumers engage with the brand through TV, print, out of home, digital, content amplification, social media, direct marketing and search engine marketing. The messaging drives to multiple pages within the dedicated Visit Orlando Brazil website and blog, providing useful information for planning a perfect Orlando vacation. The campaign is supported with tour operator cooperative sales and advertising programs throughout key Brazilian cities.

Database efforts continue strong in the market. E-newsletters are delivered monthly to more than 204,000 subscribers, providing unique content on the destination.

Canadian Marketing Campaign

With a focus on Canadians living in Ontario, Visit Orlando continued its "always on" strategy through search and paid social media. Both Facebook and Instagram ads were employed to post information on what is new in the destination, as well as destination highlights. These efforts added another 8.3 million impressions. In addition, Visit Orlando partnered with WestJet Vacations to promote travel to "extend your summer." Using radio and digital media from July 29 to Aug. 31, the campaign generated 6.7 million impressions.

Colombian Marketing Campaign

The second flight of the integrated Colombia consumer campaign launched mid-August with digital, social media, content amplification, direct marketing and search engine marketing. Targeted consumers were driven to multiple pages on the Visit Orlando Colombia website and blog, which provides vacation planning tools and useful information on the destination.

Database efforts continue strong in the market. E-newsletters are delivered monthly to more than 33,000 consumers with unique content on the destination.

United Kingdom Marketing Campaign

Visit Orlando launched a summer campaign with Pop TV to build awareness and intent among families during the most popular travel time of the year. The promotion exceeded 34 million impressions and ran during afternoons from July 24 to Sept. 3. During this time, Visit Orlando also launched an inaugural membership co-op initiative that provided educational content in Red Magazine and the Sunday Times Travel Magazine to a circulation of more than 250,000 in a key demographic target.

Kicking off in September, Visit Orlando's extensive fall campaign encouraged families to book their holiday during the UK's key September/October booking period. More than 210 million targeted impressions were delivered through an integrated media schedule featuring national television, digital, social media and outdoor advertising in London. Advertising call-to-actions drove visitors to the UK consumer landing page on Visit Orlando's website, where they received information and tools to make their holiday planning easier.

Ongoing database acquisition efforts were conducted through digital marketing initiatives that increased the UK consumer database to more than 210,000 subscribers. E-newsletters were distributed monthly from July through September to this audience. Key topics included: value messaging, unexpected Orlando, Halloween and fall events, dining, shopping and offers from key Visit Orlando tour operator partners.

In addition to the Visit Orlando fall consumer-direct campaign, we negotiated tour operator co-op campaigns with Thomas Cook and Gold Medal to drive Orlando bookings through these key trade partners. Visit Orlando also partnered with the theme parks and Virgin Holidays and British Airways Holidays in destination co-op campaigns to drive forward bookings for 2018.

Trade-out initiatives continued to be implemented with key UK trade partners to provide additional exposure and drive sales to their Orlando offers, while also providing value messaging to Visit Orlando consumers.

Media

| Advertising Campaigns | Impressions | Description |
|-----------------------------|-------------|--|
| Canada | 8,300,000 | Digital and Social |
| U.K. | 170,600,000 | TV, Outdoor, Digital, Social Media, Search Engine Marketing |
| U.S. | 223,000,000 | TV, Print, Outdoor, Digital, Social Media, Search Engine Marketing |
| Brazil Marketing Campaign | 59,600,000 | TV, Print, Out of Home, Digital, Content Amplification, Social Media |
| Colombia Marketing Campaign | 7,500,000 | Digital, Content Amplification, Social Media |

Global Website – VisitOrlando.com

| July - September | Q3 Results | Year-to-Date Results |
|------------------|------------|----------------------|
| | 2017 | 2017 |
| Monthly Users | 2,448,129 | 8,338,484 |
| Total Page Views | 12,150,843 | 32,616,415 |

Direct Marketing

e-Newsletters

| Market | Delivered | Open Rate | Click-Through Rate |
|------------------------|-----------|-----------|--------------------|
| United States Consumer | 2,576,500 | 8.4% | 6.9% |
| Florida Consumer | 491,500 | 10.0% | 9.5% |
| International Consumer | 3,716,600 | 11.0% | 9.7% |

Travel Industry Sales

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

The Canada Mission took place Sept. 22-29, covering the five metro areas of Calgary, Ottawa, Montreal, Kitchener-Waterloo and Toronto. With seven participating members and five tour operators, 647 agents were trained. This was the first edition of a new mission format that incorporated travel agents, tour operators, call center agents and member organizations into one roadshow, including elements of presentations, customer appreciation and tradeshow. Our "Thank You" campaign was taken north of the border, too, along with post-Irma video and imagery to prove Orlando was open for business. With a population of approximately 35 million in Canada, and more than 1 million Canadians visiting Orlando each year, the market is of huge importance to our destination.

The UK destination orientation welcomed 48 top-sellers from the UK’s travel industry for a six-day destination orientation starting Sept. 18. The orientation was in partnership with Disney, Universal and SeaWorld, along with flights supported by Virgin Atlantic.

| July - September | Q3 Results | Year-to-Date Results |
|---|-------------------|-----------------------------|
| | 2017 | 2017 |
| Travel Professionals Trained (In-Person and Online) | 6,600 | 21,300 |
| Travel Professional Events (Tradeshows, Missions, Destination Orientations, Sales Calls) | 960 | 2,700 |
| Travel Professionals Reached (During Travel Professional Events) | 8,400 | 33,800 |

GLOBAL COMMUNICATIONS

Continuing to raise awareness of Orlando as a destination for foodies, the communications team focused efforts in the third quarter on two culinary-related initiatives: Visit Orlando’s Magical Dining Month, sponsored by American Express, and Orlando’s Signature Dish culinary competition.

For Magical Dining, the team hosted media preview dinners for local media and bloggers, pitched and executed a series of TV appearances by Magical Dining chefs, and communicated an extension of the program due to Hurricane Irma. The team secured eight Magical Dining articles in The Orlando Sentinel. Other coverage included: Huffington Post, Travel Weekly, Tampa Bay Times, WOFL Fox 35, WESH Channel 2 and, for the first time, the Disney Parks Blog (to report Disney restaurants’ inaugural participation).

The next phase of Orlando’s Signature Dish culinary competition was announced mid-August, with the ingredient of honey and entrée of dessert as the criteria. The team worked closely with Mayor Jacobs’ office to develop assets needed for the announcement (press release, landing page, video), secured the celebrity chef panel for the finalist voting event and continued to work with the local chef committee to ensure alignment and support. For the announcement of the key ingredient, more than 15 local chefs who participated on the committee or committed to entering a honey dessert in the competition attended the event, showing their support and excitement. We secured several Signature Dish stories in local food blogs along with two articles appearing in the Orlando Sentinel, one of which was picked up by national food outlet The Daily Meal.

Proactive media relations efforts for the destination resulted in significant coverage in key markets on story angles such as Orlando as a top destination for the UK’s October half-term break, Orlando as a great getaway for adults, what’s new in Orlando and highlights for family travel. Prominent media outlets

secured included: The (London) Telegraph, Yahoo! Style UK, Toronto Sun, Canoe.ca, Parents Canada, ForbesLife, Boston Globe and Family Traveller. The team landed a series of eight articles in U.S. News & World Report that covered a wide range of topics including shopping, dining, theme parks and attractions, museums, water parks, breweries and more. In Brazil, a highlight was an initiative with millennial-focused publication Capricho and a Brazilian Instagram influencer who has 2 million followers. This was a combined opportunity for traditional and social media coverage, where the influencer was featured in Capricho and shared her Orlando experiences on her personal channels, as well – endorsing Orlando from a third-party perspective.

During Hurricane Irma, Visit Orlando was proud to serve as a critical communication resource representing our travel and tourism industry. We worked with member hotels and the Orange County Office of Emergency Management to gather updates on destination status, preparedness and hotel inventory. And we communicated this information on multiple platforms to visitors, evacuees, meeting planners, tour operators and members of the media. Our communication efforts also included extensive media outreach to prominent local and national outlets, such as the Associated Press, ABC News, the New York Times, USA Today, Yahoo! Finance and many others. During all phases of the storm, we conducted news interviews and provided information that kept audiences informed about the status of our destination. On the social media side, we dispatched photo and video crews just 24 hours after the storm to gather real-time testimonials from guests enjoying themselves at the attractions and along I-Drive. The message was clear: "Even Irma Can't Keep Orlando Down."

Global Publicity

| July - September | Q3 Results | Year-to-Date Results |
|-------------------------------------|------------|----------------------|
| | 2017 | 2017 |
| Impressions Public Relations | 1.6B | 5.0B |

Owned Media / Social Channels & Content Creation

During the third quarter, Visit Orlando produced 59 blogs (in English, Spanish and Portuguese) and engaged 1,547,116 followers on five-plus social media channels. The main themes created and promoted during third quarter included:

- *Like a Local* series — a series of five blogs, videos and 23 social media posts narrating the different local attractions visitors can enjoy during their stay, with a focus on the outdoors and recreation. Unique page views totaled 9,103, with 141,598 video views and 1,424,371 social impressions (boosted and organic).
- *National Roller Coaster Day* — a blog summarizing all the roller coasters in the destination and a user-generated content social media campaign that garnered 178,850 organic impressions alone. The blog generated 3,439 unique page views.

- *Orlando as an Emerging Arts Destination* — two blogs focused on introducing Orlando’s visual and performing arts scene, as well as on this year’s upcoming IMMERSE event. The two blogs have generated 3,801 unique page views.
- *Magical Dining Month* — six blogs (21,327 page views) and 61 social media posts (666,231 organic impressions) were published surrounding Magical Dining.
- *Sports* — a series focused on ICC games and activities for soccer fans visiting Orlando. The efforts consisted of a blog, 22 social media posts and a YouTube video. Unique page views totaled 2,221, with 189,791 organic social media impressions.
- *Hurricane Irma* — 38 social media posts (3.2 million impressions) including a special video, “Can’t Keep Us Down” (233,044 views) were published in support of Visit Orlando’s severe weather communication to leisure visitors, meetings planners, staff and members. The special webpage VisitOrlando.com/hurricane was visited nearly 30,000 times.

Social Media

| July – September | Q3 Results | Year-to-Date Results |
|---|------------|----------------------|
| | 2017 | 2017 |
| Impressions Paid + Organic Impressions | 14.0M | 55.0M |
| Visit Orlando Blog (Total Page Views) | 428,951 | 1.5M |

INDUSTRY COMMUNICATIONS

Visit Orlando leveraged numerous platforms to communicate the value and perspective of tourism in the local community. Content was provided 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. Our presence in i4 Business during the third quarter focused on tourism-centric regional priorities and entrepreneurship. Visit Orlando also produced six issues of our e-newsletter Tourism Matters, sharing tourism insights, news and activities with the community and members. In addition, the corporate communications team was active during Hurricane Irma, drafting messages that kept members, community leaders and the general public informed about the status of our destination and services we were providing visitors.

During the third quarter, Visit Orlando conducted nine 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. President & CEO George Aguel also presented at the Tourist Development Council, which was broadcast live on Orange TV.

MEMBER RELATIONS

In the third quarter, the member relations team served as educator and connector to 1,240 event registrants (from 472 organizations) at eight business networking events that included two sold-out Member Meet-Ups. The event held at the newly opened Ace Café also highlighted member Premier Piano Shows. The Business Insights Luncheon & Economic Forum in August featured keynote speaker Josh Linkner, a New York Times bestselling author and tech entrepreneur, as well as economist Anirban Basu and Visit Orlando's Daryl Cronk.

The member relations team also oversaw the Magical Dining Month program and launched the hurricane response system with area hotels to obtain availability reports for the county. Post-Irma, the team conducted calls to ascertain the status of accommodations, attractions and dining members.

MEETINGS & CONVENTIONS (M&C)

Convention Sales Performance

The sales team booked 158,223 attendees for the Orange County Convention Center in the third quarter. Overall production for the center is up 69,148 attendees or 9.6 percent. The team also booked 112,246 attendees for in-house business in the third quarter.

| July - September | Q3 Results | Year-to-Date Results |
|---|-------------------|-----------------------------|
| | 2017 | 2017 |
| City-Wide Definite Attendance | 158,223 | 789,703 |
| City-Wide Estimated Room Nights¹ | 348,091 | 1,737,347 |
| Business Development and In-Market Room Nights | 238,351 | 596,484 |
| Business Development and In-Market Attendance | 112,246 | 281,910 |
| Business Development Specialist Leads | 209 | 577 |

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

Citywide Sales Key Bookings

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

- Cisco Systems: Cisco Live! Conference, 27,000 attendees, June 2022
- National Baptist Convention: 25,000 attendees, September 2021
- American College of Dermatology: 18,000 attendees, March 2025
- Citrix: 8,000 attendees, May 2020
- American Association of Respiratory Care: 6,000 attendees, November 2020.

In-House Key Bookings

Key in-house bookings in the third quarter include:

- International Society for Pharmacoeconomics and Outcomes Research: 5,000 attendees, May 2020
- National Scholastic Press Association: 5,000 attendees, November 2020
- Concur: 4,000 attendees, February 2020
- Internal Revenue Service: 4,000 attendees, July 2018
- Pershing Research: 2,500 attendees, June 2021

Direct Sales Activities

The convention sales team hosted the Minneapolis Sales Mission July 12 with 15 members. Fifty meeting planners learned what's new in Orlando while participating in a cooking demonstration.

Visit Orlando attended the American Society of Association Executives (ASAE) annual meeting and expo Aug. 12-15 in Toronto, providing the opportunity to network with 4,500 convention decision-makers. ASAE has more than 21,000 association executives and industry members representing more than 9,300 organizations.

The convention sales team hosted the Tallahassee Sales Mission July 27, networking with more than 60 meeting professionals in the state's capital, home to several state associations and government groups. Visit Orlando teamed up with nearly 20 member organizations to showcase our destination's unique meeting and event capabilities.

Visit Orlando attended the Corporate Event Marketing Association Summit 2017 in San Diego July 29-Aug. 2. This is the premier peer-to-peer gathering for leading event marketers and agency executives across multiple industries. Meeting planners with major technology corporations from across the United States composed 70 percent of the 300 attendees.

Members of the convention sales team attended Connect Marketplace Aug. 21-24 in New Orleans. They conducted 81 client appointments and engaged in several networking activities to grow new and existing relationships with meeting planners.

| Activity | Total Number | Total Number of Participants/Attendees |
|----------------------|---------------------|---|
| Tradeshows | 3 | 5,250 |
| Missions | 5 | 204 |
| Client Events | 7 | 730 |

Convention Marketing Update

Visit Orlando won a Stella Award for the Best CVB in the Southeast by Meetings & Conventions magazine.

In order to maintain Visit Orlando's position as the top meetings destination in the country — and to continue growing our group business leads for both citywide and non-citywide meetings and convention business — we run two media campaigns targeting meeting professionals in the U.S. and Canada. These campaigns include the convention co-op media plan and non-citywide/brand media plan.

- **The convention co-op media plan** includes the “Orlando Destination Guide” co-op insert, which runs across the top national meeting trade publications throughout the year. In addition, a comprehensive digital media schedule with shared online display banners from our co-op member partners and co-op emails are used to increase exposure for participating co-op members. In the third quarter, the convention co-op insert ran in Successful Meetings and Meetings Today magazines in July and Smart Meetings magazine in September. Digital media banners have driven more than 70,000 visitors to co-op member websites year to date. In total, the campaign delivered another 7.2 million print and digital impressions in the third quarter.
- **The non-citywide/brand media plan** promotes Visit Orlando's “in-house” hotel meeting capabilities, as well as new destination product offerings with print and heavy digital national brand coverage. The plan launched in March and runs through November. In the third quarter, full-page meetings brand ads ran across the top trade magazines, including ASAE's Associations Now, Meetings & Conventions, Meeting Mentor, and Facilities & Destinations. In addition, our digital campaigns continued to run, utilizing ad networks, site retargeting, expandable video banners, email marketing and social media sponsored updates. The non-citywide/brand campaign delivered 12.9 million print and digital impressions in the third quarter.

Destination Meeting Services

The destination services team conducted 47 client sites and client meetings in the third quarter, as well as 27 member sites and member meetings.

| July - September | Q3 Results | Year-to-Date Results |
|---|-------------------|-----------------------------|
| | 2017 | 2017 |
| Service Leads Issued¹ | 149 | 530 |

¹Lead is where the client has asked us to submit their information to our members. It is then up to the member to respond with their proposal directly to the client.