

Another Record Year for Orlando's Tourism Industry

Supported by a strong fourth quarter with heavy promotion of holiday events and new attractions, our destination registered another record year across several key tourism indicators.

In 2017, Orange County collected \$260 million in Tourist Development Tax (a 7.9 percent annual increase) and set all-time highs for total attendance (1.53 million, +5.0 percent) and citywide attendance (1.36 million, +8.6 percent) at the Convention Center. Orlando International Airport welcomed a record 44.6 million passengers (+6.4 percent), and Central Florida's tourism industry employment numbers outpaced the regional average, growing 4.3 percent.

Hotel metrics were up across the board too, with the Metro Orlando market setting annual records in room inventory (surpassing the 120,000 mark), average daily rate (\$121.53), revenue per available room (\$96.40) and room night demand (34.7 million). In addition, the market achieved its highest occupancy rate (79.3 percent) since 1996 (80.1 percent) and second highest since our data set began in 1979. For context, at the end of 1996, there were 85,994 rooms.

The final visitation number for 2017 is still being tabulated and will be announced at Visit Orlando's May luncheon. Judging from the indicators above, however, we expect to surpass the record 68 million visitors who came to our destination in 2016.

To drive leisure visitation during the traditionally slower months of September and October, Visit Orlando did a major push to showcase our destination as the Halloween Vacation Capital[®]. That momentum carried through to the holiday season, as well, culminating with a 3.6% year-over-year increase in hotel rooms sold for the week between Christmas and New Year's Day. Also in the fourth quarter: Marketing campaigns were launched in top U.S. and global markets to generate awareness during key vacation planning periods, and the Meetings & Conventions team secured 728,996 attendees in future business at OCCC, which will generate \$1.4 billion in economic impact.

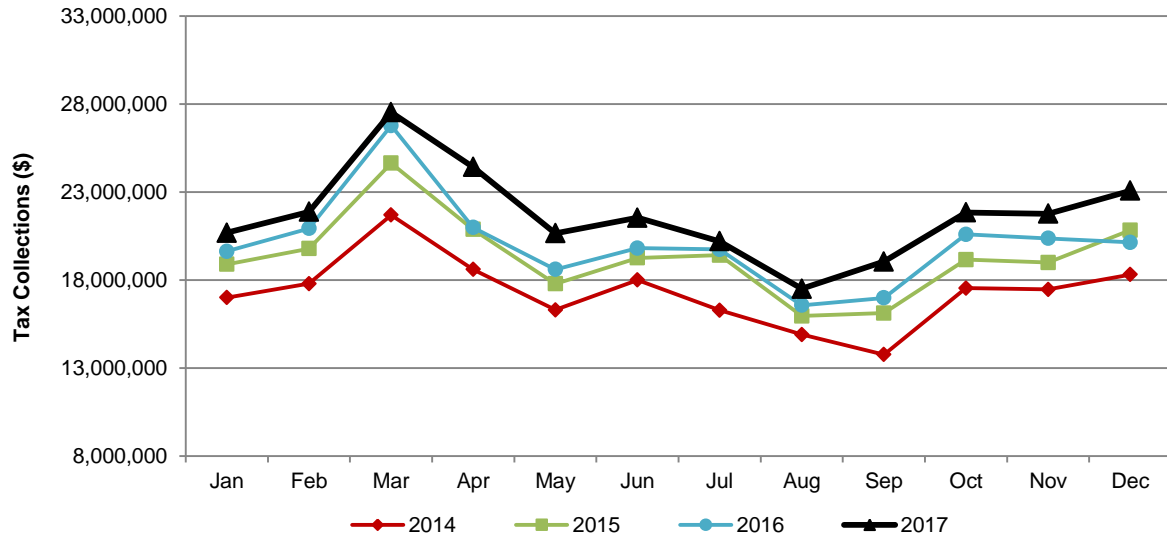
In December, a record number of members and guests attended Visit Orlando's Annual Business Meeting & Luncheon, where we made local history with the biggest charity donation ever for Magical Dining Month (\$208,620), and also announced the winner of Orlando's Signature Dish competition.

Visit Orlando is proud to play a leading role in promoting our destination on a global scale for the benefit of our local community and businesses, and we have our sights set on another successful year in 2018!

George Aguel
President & CEO

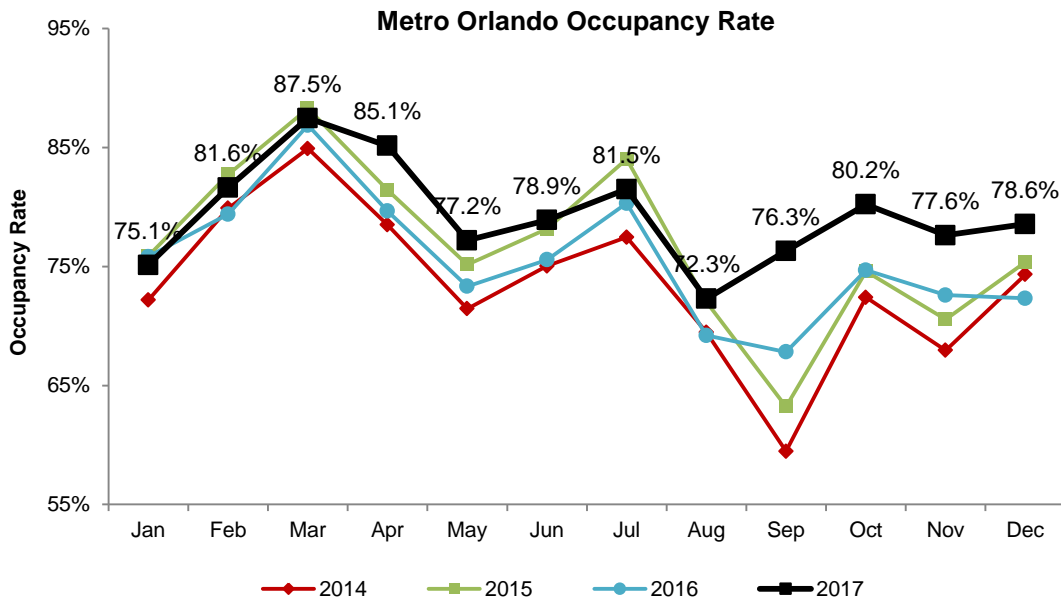
INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections



Metro Orlando Lodging Indicators

The following data are based on the January through 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.



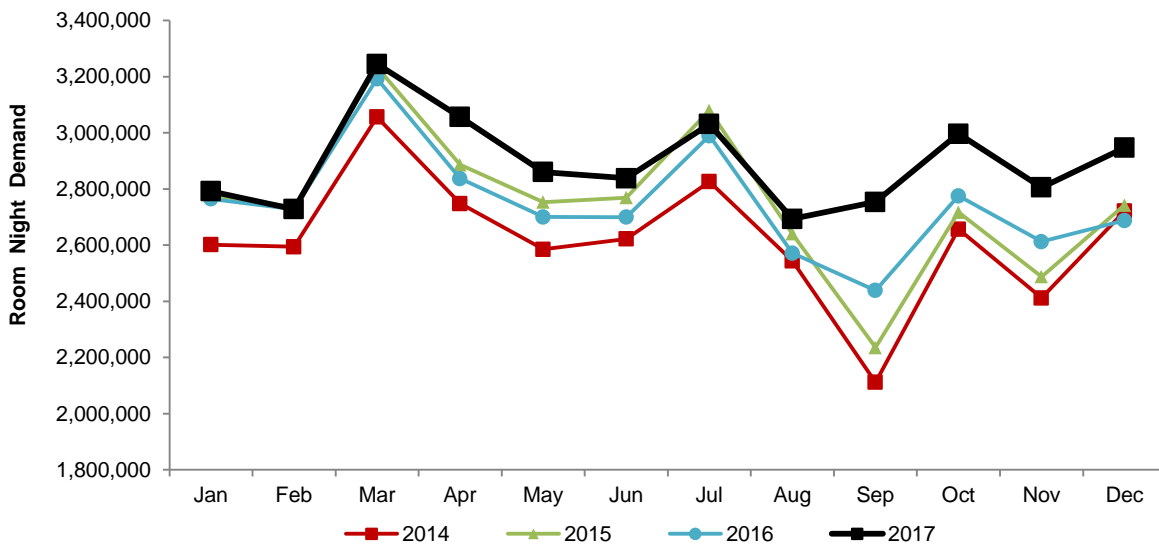
Occupancy

	Q4 Results	Year-to-Date Results
	2017	2017
Orange County	80.8%	81.4%
Metro Orlando	78.8%	79.3%
Florida	72.2%	73.9%
National	61.7%	65.9%

Average Daily Rate

	Q4 Results	Year-to-Date Results
	2017	2017
Orange County	\$130.56	\$129.28
Metro Orlando	\$123.10	\$121.53
Florida	\$134.74	\$138.06
National	\$125.29	\$126.72

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q4 Results	Year-to-Date Results
	2017	2017
Supply¹	11,102	43,821
Demand²	8,749	34,748

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

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

VISIT ORLANDO ACTIVITIES

GLOBAL MARKETING

United States Marketing Campaign

To ensure our destination was top of mind during a key vacation planning period in critical U.S. markets, Visit Orlando launched an aggressive campaign with several initiatives that targeted our important consumers in New York, Philadelphia and Atlanta. These included traditional and digital TV spots, TV promotions, FM and digital radio, online and mobile ads, search engine marketing, social advertising and creative outdoor signage, such as:

- In New York: double-deck wrapped buses; outdoor boards in Manhattan; digital displays outside Macy's in Times Square, Port Authority, Bryant Park and Penn Plaza; and posters in the suburbs.
- In Philadelphia: high-traffic arteries to and from affluent neighborhoods, as well bus wraps.

The Florida fall campaign included digital tactics in Tampa, Jacksonville, Miami and West Palm Beach, including digital radio, online and mobile ads, search and social media support. Our in-market campaign increased activity through focusing on reaching tourists with hyper-targeted digital tactics such as geo-fencing and location-based targeting, as well as social media and search initiatives. Member cooperative campaigns included print, targeted digital, Facebook and search.

Brazilian Marketing Campaign

More than 60 million impressions were generated during the fourth quarter of our Brazilian marketing campaign, which ran through November. For the year, more than 360 million impressions were achieved through paid TV, print, outdoor, online, social media, content marketing, search engine marketing and tour operator cooperatives. Database efforts continued strong in the market.

Ad Tracking Research Study results showed high likeability to all media supporting the campaign, with 84 percent of the target population recalling the advertising and intent to travel to Orlando in the next 12 months, up 49 percent from the same period last year. Orlando continues to be the No. 1 top-of-mind destination for Brazilian families.

Visit Orlando also partnered with a leading tour operator, Flytour, for a fully integrated marketing campaign. Using in-store displays, radio and online, the campaign generated 20 million impressions and drove consumers to a dedicated Orlando page that included packages and information on the destination.

Canadian Marketing Campaign

As the Canadian skies turned gray and the temperatures dropped, Visit Orlando launched its fall campaign reminding Canadians that Orlando offers a great vacation escape. The campaign, which included TV, digital and social media, generated 138.1 million impressions. Signage was also placed near

the busy Union Station in downtown Toronto, reaching Canadians on their commutes. Tour operator efforts with TravelBrands and Air Canada Vacations included digital and TV in more than 120 Tim Horton's fast food restaurants, as well as Toronto news station CP24 and decals in Canada's transit system, GO Train. In addition, Canadian news anchor Annette Hamm did a segment on "Unique Things to Do in Orlando," contributing 80 minutes of exposure with a media value of \$150,000.

Colombian Marketing Campaign

The second flight of the integrated Colombia consumer campaign generated more than 22 million impressions during the fourth quarter through online, social media, content marketing and search engine marketing. Database efforts continue strong in the market; e-newsletters are delivered monthly to more than 33,000 unique consumers.

United Kingdom/Ireland Marketing Campaign

Visit Orlando launched a winter campaign in the United Kingdom and Ireland, encouraging families to choose Orlando during this peak booking period. The promotion – which featured Never Ending Story brand messaging and included television, outdoor advertising, digital and social media – exceeded 200 million impressions. The coverage also extended into Ireland to help grow visitation and support airlift capacities in this high-potential market.

Ongoing database acquisition efforts were conducted through digital marketing initiatives that increased the UK consumer database to more than 231,000 subscribers. E-newsletters were distributed monthly from October through December to this audience. Key topics included: value messaging, dining, Christmas and New Year's Eve events, what's new in 2018, holiday planning tips and offers from key Visit Orlando trade partners.

Media

Advertising Campaigns	Impressions	Description
U.S.	384,000,000	TV, Outdoor, Digital, Social Media, Search Engine Marketing
Brazil	60,000,000	TV, Print, Outdoor, Digital, Social Media, Content Marketing, Search Engine Marketing
Canada	138,000,000	TV, Outdoor, Digital, Social Media, Search Engine Marketing
Colombia	22,000,000	Digital, Social Media, Content Marketing, Search Engine Marketing
U.K.	102,000,000	TV, Outdoor, Digital, Social Media, Search Engine Marketing

Global Website – VisitOrlando.com

October - December	Q4 Results	Year-End Results
	2017	2017
Monthly Users	6,680,837	15,019,357
Total Page Views	14,541,888	47,158,336

Direct Marketing

E-newsletters

Market	Delivered	Open Rate	Click Through Rate
United States Consumer	9,918,395	9.1%	7.6%
Florida Consumer	1,933,290	10.8%	9.3%
International Consumer	4,763,778	14.3%	8.8%

Travel Industry Sales

October - December	Q4 Results	Year-End Results
	2017	2017
Travel Professionals Trained (In-person and Online)	5,124	26,686
Travel Professional Events (Tradeshows, Missions, Destination Orientations, Sales Calls)	88	373
Travel Professionals Reached (During Travel Professional Events)	3,781	25,571

GLOBAL COMMUNICATIONS (Integrated Publicity & Social Media)

Communications ended the year with more than 7 billion global publicity impressions and 101 million social media impressions on our Visit Orlando social media channels. Our fourth-quarter communications focused on several key messages and events to encourage booking Orlando vacations during key planning cycles, maintaining top-of-mind awareness and driving ticket sales, with two large pushes around Halloween and the holiday season.

Halloween: This was the second year the team did a major campaign positioning Orlando as the **Halloween Vacation Capital**[®], spreading awareness for the scale and quality of our Halloween events. Coverage was secured in top-tier U.S. publications including the Associated Press, New York Times and Chicago Tribune. International coverage included Yahoo! Canada and the popular Brazilian website Capricho. Total media impressions reached more than 200 million.

Social media and digital campaigns around #OrlandoHalloween included a new landing page on VisitOrlando.com, 10 new blog stories, 10 original videos including two Facebook live events, 96 unique

social media posts, and Visit Orlando's first Snapchat geofilter, themed for the haunted holiday. These campaigns drive over 5 million impressions, 4.2 million video views, and almost 60,000 page views.

Holidays: After Halloween, content efforts went into full force promoting new events taking place during the holiday season. New digital and social media content for #OrlandoHolidays included 13 blogs and two new landing pages on VisitOrlando.com, a new five-part video series, and 166 social media posts. We continued to increase our use of live video on Facebook, with nine Facebook Live sessions promoted holiday events throughout the region. In total, these social media efforts generated 3.5 million impressions, 581,000 video views and over 147,000 page views.

Our publicity efforts to promote **Black Friday/Cyber Monday** deals were also a great success, resulting in more than 726 million earned media impressions including The New York Times, Associated Press, Washington Post, Chicago Tribune, Forbes, MSN, Yahoo! News UK, Toronto Sun, National Post, Thrillist, Johnny Jet and more. The team organized a satellite media tour to ensure television coverage, and the deals were featured on 14 TV stations, including the key markets of Atlanta, Washington, D.C. and Jacksonville.

What's New for 2017 & 2018: In October, the content team began highlighting upcoming attractions for 2018, in addition to looking back on the new additions for 2017. To this end, Visit Orlando published five blogs, created five videos and performed four Facebook Live sessions. These social media efforts generated 5.4 million impressions and 778,000 video views to drive interest from potential visitors.

Social Influencers: The team has focused on expanding the Orlando message to influencers on a variety of social media channels, including Instagram and YouTube. In the fourth quarter, Visit Orlando secured six international influencers to experience Orlando and share their personal stories with their followers. This included a U.K. travel influencer whose son Harlen is "the world's most followed baby" on Instagram; the top family travel blog in the U.K.; the U.K.'s largest blogging network; a Brazilian lifestyle influencer with more than 1 million YouTube subscribers; a Brazilian teen celebrity chef; and a Brazilian influencer with more than 9 million fans on Instagram and YouTube.

Brazil Media Mission: To capitalize on the outlook for Brazilian travel rebounding and reinforce Orlando as a top choice for Brazilian travelers, the public relations team conducted a media mission to São Paulo, Brazil in October. The mission included a Thank You-themed lunch event attended by more than 25 top consumer and trade media. In addition, the team conducted desk side appointments with top TV, magazines and newspaper media to solidify story ideas and destination orientations in 2018. As a direct result of the mission, Viagem Cultural travel TV show visited Orlando January 8-14 to produce one 1-hour show and two ½ hour programs focused on Orlando. The expected combined viewership will reach more than 12 million. Additional results from the mission are expected throughout 2018.

Signature Dish: Visit Orlando also managed the coordination and execution of Orlando’s Signature Dish selection process. This included developing and promoting an online voting system for the general public, creating a celebrity judging event for the finalist entries, and crafting the final surprise reveal announcement at Visit Orlando’s annual luncheon.

Global Publicity

October - December	Q4 Results	Year-End Results
	2017	2017
Impressions Public Relations	2.2B	7.0B

Social Media

October - December	Q4 Results	Year-End Results
	2017	2017
Impressions Paid + Organic Impressions	44.0M	101.0M
Visit Orlando Blog (Total Page Views)	625,531	2.0M

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. Our presence in i4 Business during the fourth quarter focused on tourism tech, the National Academy of Hospitality and Tourism, and five leaders who made an impact on Orlando tourism in 2017. To wrap up the year, President and CEO George Aguel presented the i4 Business Tourism Leader of the Year Award to John Arie Sr. of Fun Spot. Visit Orlando also produced six issues of our e-newsletter Tourism Matters, sharing tourism insights, news and activities with the community and members.

Visit Orlando conducted presentations to business and community groups including the International Drive Chamber of Commerce, Central Florida Hotel & Lodging Association, and University of Central Florida among others, educating them on the positive impact of the travel industry in Central Florida.

Visit Orlando’s Magical Dining Month raised a record \$208,620 for two local charities: Freedom Ride Inc. and BASE Camp Children’s Foundation. Communications managed Visit Orlando’s relationship with the selected nonprofits and coordinated a press announcement surrounding the record donation.

MEMBER RELATIONS

The membership team provided opportunities for members to learn and make significant business connections through nine events during the fourth quarter. These included three member orientations, three networking “Power Hour” lunches, two sold-out Member Meet-Ups, and a record-setting Annual

Business Meeting & Luncheon, featuring keynote speaker Mitch Joel. These events drew 1,237 unique registrants (1,538 total) representing 786 companies. In addition, the membership team provided two on-demand, members-only webinars, including a tutorial on how to use the Visit Orlando Leads System, and “Five Components to Include in Your 2018 Marketing Plan.” Lastly, the membership team concluded a record year of Visit Orlando’s Magical Dining Month, sponsored by American Express, with 118 participating member restaurants.

MEETINGS & CONVENTIONS (M&C)

Convention Sales Performance

In the fourth quarter, the sales team secured 728,996 attendees in future business for the Orange County Convention Center, which will generate \$1.4 billion in economic impact. For the year, the number of secured attendees rose to 1,528,327, a 9 percent annual increase.

Also in the fourth quarter, the team secured 195,536 attendees in future business for area hotels, up 38 percent over the same quarter in 2016. For the year, that number increased by 8.3 percent to 477,946, which represents \$693 million in future economic impact.

October - December	Q4 Results	Year-End Results
	2017	2017
Convention Center Definite Production (Future Attendance Secured)	728,996	1,528,327
Convention Center Estimated Room Night¹ Production	1,603,791	3,366,719

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

October - December	Q4 Results	Year-End Results
	2017	2017
Hotel Production (Future Attendance Secured)	195,536	477,946
Hotel Room Night Production	413,865	1,019,450
Hotel Leads	584	2,121

Citywide Sales Key Bookings

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

- National Association of Home Builders: International Builders Show 2026, 68,500 attendees, February 2026
- American Academy of Orthopedic Surgeons: 29,000 attendees, February 2024
- ASIS International: GSX 2024 & 2028, 22,000 attendees each year, September 2024 & 2028

- American Association of Orthodontists: AAO Annual Sessions, 18,000 attendees, May 2026
- American Educational Research Association: AERA Annual Meeting, 16,000 attendees, April 2021
- Clean Show: The Clean Show, 16,000 attendees, May 2023
- National Athletic Trainers Association: Annual Meeting & Clinical Symposia, 10,000 attendees, June 2021

Hotel Key Bookings

Key hotel bookings in the fourth quarter include:

- Church of God of Prophecy International: International Assembly, 8,000 attendees, July 2020
- Capella University: Capella University Commencement, 7,000 attendees, April 2019
- The Pampered Chef: 6,000 attendees, June 2020
- National Academic Advising Association: NACADA, 3,500 attendees, October 2023
- Florida Conference of Seventh Day Adventists: 3,500 attendees, February 2019
- Citrix Systems: Citrix Summit, 2,600 attendees each year, January 2020 & 2023

Direct Sales Activities

Activity	Total Number	Total Number of Participants/Attendees
Tradeshows	9	17,000
Missions	2	34
Client Events	4	80

Visit Orlando showcased all the new and exciting things happening in our destination during a special lunch-and-learn session for HelmsBriscoe staff in Illinois. HelmsBriscoe is a global leader in meetings, with a network of 1,300 associates whose bookings resulted in 6 million room nights and \$1.2 billion in room revenue last year.

In conjunction with our members, Visit Orlando exhibited at IMEX America, the largest meeting and events industry show in North America. The three-day tradeshow offers opportunities for networking, education and group presentations to key decision makers, senior buyers and third-party planners. More than 3,200 companies representing 150 countries exhibited this year.

The convention sales team, along with several members, hosted a sales mission in Philadelphia. Together, they networked with key meeting professionals who source groups for various association, corporate and third-party companies that could result in future business for Orlando.

Visit Orlando and the Orange County Convention Center hosted the annual Client Advisory Board (CAB) meeting in October, attended by 33 top citywide clients. In addition to updating the group on all that's new

at the convention center and in the destination, we extended our thanks for their great contributions and continued support of Orlando.

Visit Orlando attended the American Express InterAction meeting at the Orange County Convention Center Nov. 28-Dec. 1. With approximately 600 planners from North America, Latin America and Europe in attendance, the annual meeting provided strategic networking through a tradeshow and one-on-one appointment with suppliers.

Visit Orlando and the Orange County Convention Center participated in the International Association of Exhibitions and Events Expo in San Antonio Nov. 28-30. More than 200 guests stopped by the Visit Orlando booth to learn about the destination.

Convention Marketing Update

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 ran two trade media campaigns targeting meeting professionals in the U.S. and Canada. These campaigns include the convention cooperative media plan and non-citywide/brand media plan.

- The **convention cooperative media plan** includes the “Orlando Destination Guide” insert, which runs across the top national meeting trade publications. In addition, a comprehensive digital media schedule with shared online display banners from our member partners and cooperative emails are used to increase exposure for participating members. In the fourth quarter, all inserts dropped for the year, but we had three full-page destination advertorials that featured our partners in Meetings Today, Prevue and Aspire trade magazines. In addition, our digital media banners wrapped up for the year, driving impressive traffic to member websites of more than 89,000 planners. In total, the campaign delivered 31 million print and digital impressions.
- The **non-citywide/brand media plan** promoted 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 December. In the fourth quarter, Orlando was featured prominently on the front cover of Meetings & Conventions magazine for its “immersive meeting experiences.” The issue was distributed at IMEX, providing huge visibility for our destination. Full-page meetings brand ads ran across the top trade magazines, including Meetings & Conventions, Successful Meetings, Insurance & Financial Meetings and Aspire. In addition, our digital campaigns wrapped up with remaining banners and emails. The non-citywide/brand campaign delivered 30 million print and digital impressions, resulting in more than 56,000 visitors to our meetings and conventions website.

Destination Meeting Services

The Destination Services team conducted 99 client sites and client meetings in the fourth quarter, as well as 90 member sites and member meetings.

October - December	Q4 Results	Year-End Results
	2017	2017
Service Leads Issued¹	188	685

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.