

Celebrating a Historic Milestone: 75M Visitors in 2018

At Visit Orlando's Celebrating Travel & Tourism Luncheon in May, we revealed that a record 75 million visitors came to Orlando in 2018 (a 4.2% yearly increase), once again keeping us the most visited destination in America. As we stand on the edge of a new decade, it's amazing to consider that visitation to Orlando has risen 61% since 2009. That's a gain of more than 28 million people, equal to the population of Texas. Capitalizing on this momentum, Visit Orlando's publicity team landed record coverage of our historic visitation announcement, generating 1.3 billion media impressions in news outlets across the globe.

The second quarter also saw strong results from our domestic and international marketing efforts. In the Northeast, our extended advertising campaign performed especially well, with our new market of Boston showing positive returns. In the United Kingdom and Ireland, we ran our strongest spring campaign to date, and in Brazil we launched our first-ever campaign dedicated to shopping, a favorite experience for our Brazilian visitors. Closer to home, our event-driven "Eventful Spring" campaign targeted the top drive markets of Atlanta, Miami and Tampa.

Other key Visit Orlando activities in the second quarter included:

- Holding a press conference for 300-plus international media attendees at IPW, America's leading international tradeshow, to share what is happening in Orlando.
- Launching a new campaign in our continued efforts to promote expansion plans at the Orange County Convention Center.
- Hosting a live, global radio broadcast with 17 stations from 11 key U.S. and international markets.
- Securing convention business that will result in 431,380 attendees and \$748 million in future economic impact.
- Creating the #FantasticOrlando social media campaign to showcase visitors' real and exciting experiences across our destination.

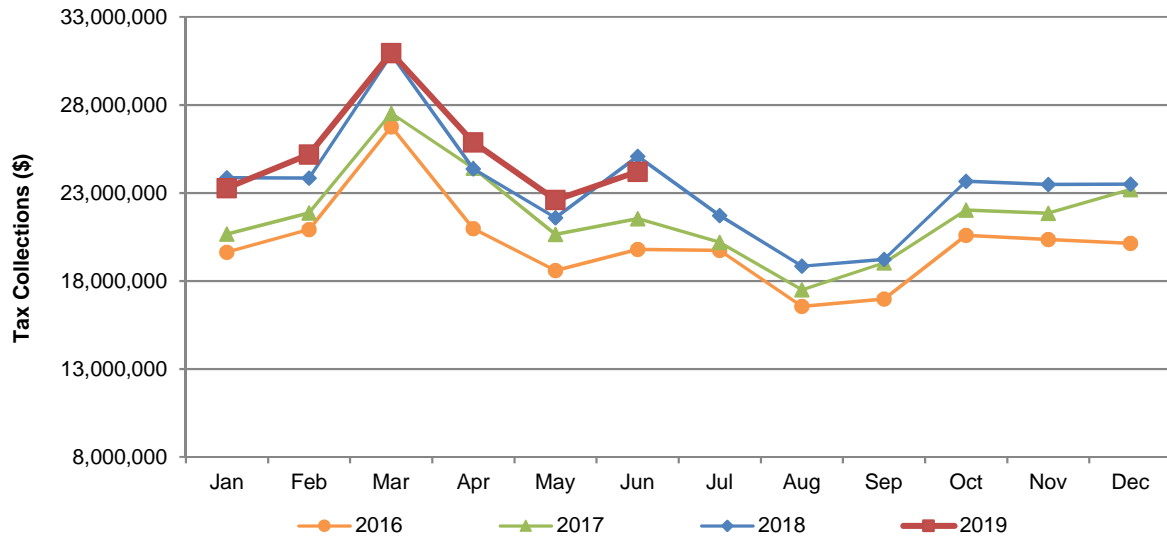
Looking at our industry's key performance indicators, our destination has experienced some softening of late in the lodging sector, where a dip in occupancy and average daily rate led to a year-over-year decline in TDT collections for June. Advance booking data shows TDT collections will likely experience flat to moderate growth to close out the year. As we entered the second half of the year, we further scaled up our marketing efforts to reinforce our position in our key markets.

Regardless of economic conditions, Orlando's ongoing success relies on product investment, strategic marketing initiatives and a world-class hospitality culture. Together, these things provide a winning formula to help us maintain our No. 1 position well into the future.

George Aguel
President & CEO

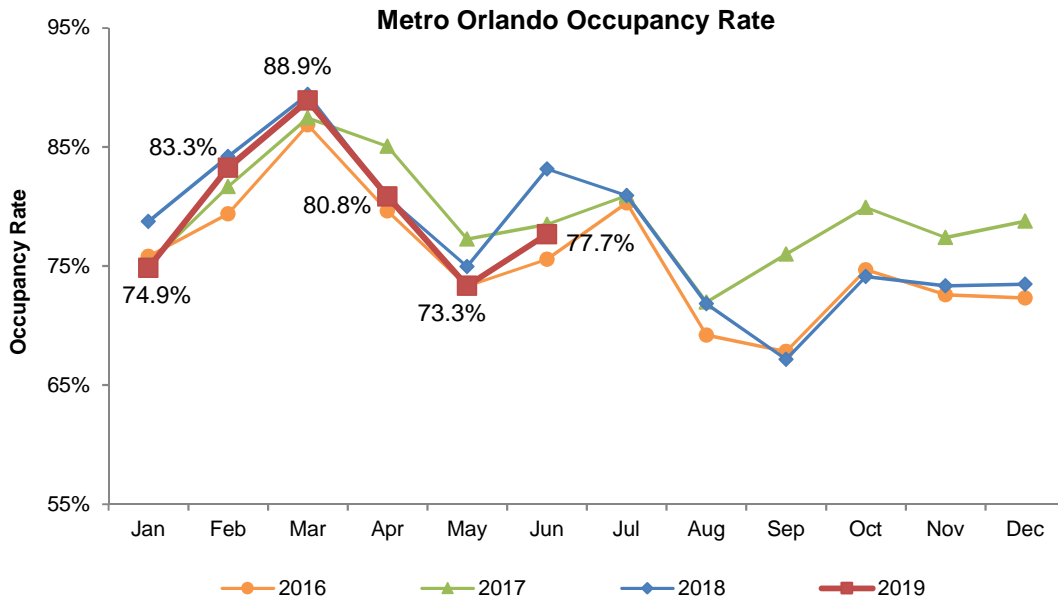
INDUSTRY PERFORMANCE

Orange County Tourist Development Tax Collections



Metro Orlando Lodging Indicators

The following data are based on the January through June 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.



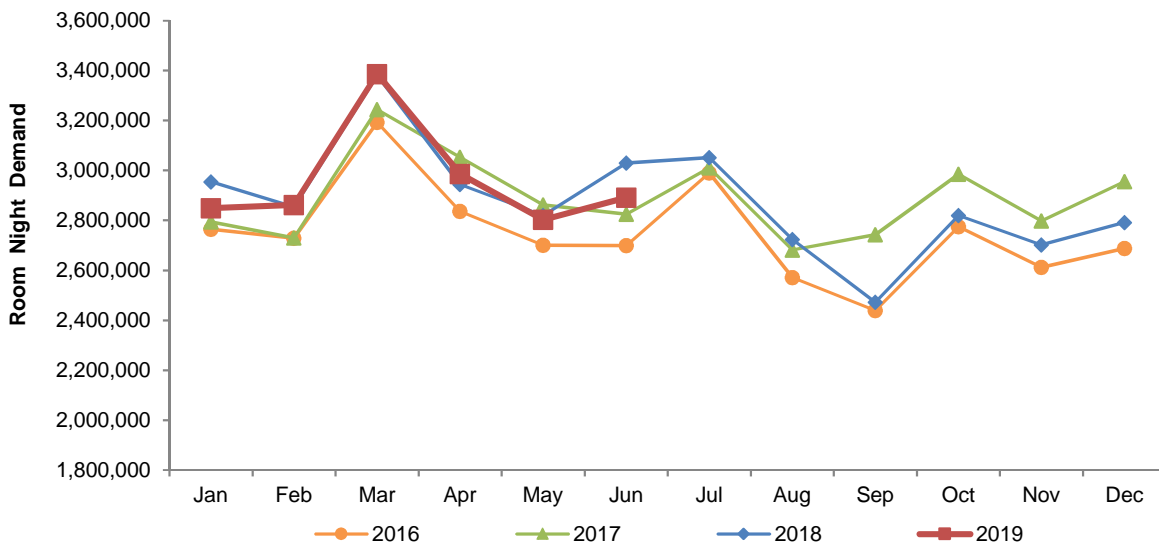
Occupancy

	Q2 Results	Year-to-Date Results
	2019	2019
Orange County	80.2%	82.2%
Metro Orlando	77.2%	79.6%
Florida	74.1%	76.7%
National	70.1%	65.9%

Average Daily Rate

	Q2 Results	Year-to-Date Results
	2019	2019
Orange County	\$134.81	\$141.60
Metro Orlando	\$127.18	\$133.41
Florida	\$144.35	\$157.90
National	\$132.97	\$131.20

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q2 Results	Year-to-Date Results
	2019	2019
Supply¹	11,238	22,290
Demand²	8,681	17,778

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

Visit Orlando extended our advertising campaign in the Northeast through mid-May to drive last-minute spring break and summer travel demand from the key markets of New York, Philadelphia and Boston. Ad Tracker research showed strong results, with boosted awareness and impact in both in-state and out-of-state markets. Ad recall, as well as likelihood to visit, increased over the prior year, and our new market of Boston had a strong debut.

In the Southeast, our event-driven “Eventful Spring” campaign targeted the top drive markets of Atlanta, Miami and Tampa. Ad Tracker research showed the campaign, which concluded in April, did extremely well in awareness, ad impact and likeability across all channels.

Brazilian Marketing Campaign

Our Brazil campaign wrapped in mid-June and focused on keeping Orlando top of mind for families and singles. National media delivered relevant content through TV, print, outdoor, digital display, social media and search engine marketing. The campaign generated 369 million impressions and above average engagement on VisitOrlando.com. The first-ever dedicated shopping campaign was also rolled out during the second quarter and showed strong recall and impact to travel.

Canadian Marketing Campaign

Visit Orlando continued collaborating with Canadian tour operators and airlines on cooperative marketing campaigns to drive late summer and early fall reservations. We maintained a presence in the Canadian market via search engine marketing campaigns and targeted social media posts.

United Kingdom Marketing Campaign

In April and May, we ran our strongest UK and Ireland spring campaign to date, focusing on top-of-mind awareness and summer bookings. National TV and digital media encouraged viewers to “*Book your Uniquely Orlando® 2019 summer holiday today. It’s not too late!*” A two-month weekday weather spot also ran on ITV London. For the second year, our “Save Your Summer” partnership with Bauer Radio in Scotland awarded five Orlando holidays and surpassed all key performance metrics (competition entries, database opt-ins, impressions, web sessions and social media engagements). In addition, initiatives such as consumer e-newsletters and advertisements on our UK/Ireland landing pages continued to be implemented with key trade partners to provide exposure to Orlando offers and value messaging. In total, more than 300 million impressions were generated through second quarter marketing activities.

2019 Global Radio Broadcast Event

Hosting 17 radio stations from 11 key U.S. and international markets, Visit Orlando aired a live broadcast from the Waldorf Astoria March 25-29 that showcased the breadth and depth of our destination, from the theme parks and I-Drive to downtown and Winter Park. The campaign, which featured monthlong promotions with several member companies, also included live and pre-recorded promo spots, a dedicated contest page and social media advertising. The live broadcast event delivered 93.6 million impressions.

Media

Advertising Campaigns	Impressions	Description
United States	505M	TV, radio, print, outdoor, digital display, social media, search engine marketing
Brazil	303M	TV, print, outdoor, digital display, social media, search engine marketing, content amplification
Canada	6M	Social media, search engine marketing
UK/Ireland	316M	TV, radio, digital display, social media, search engine marketing

Global Website – VisitOrlando.com

April - June	Q2 Results 2019	Year-to-Date Results 2019
Monthly sessions	5.3M	10.0M
Total page views	10.8M	21.6M

Direct Marketing

Market	Delivered	Open Rate	Click Through Rate
United States consumer	3.7M	11.0%	0.6%
Florida consumer	636,789	13.9%	0.9%
International consumer	920,228	17.9%	1.4%

Content

The content team produced video projects, multimedia shoots and 26 new or significantly updated stories to Visit Orlando's consumer blog. Popular topics included new attractions, spring festivals, low-cost attractions, spring shopping and why Orlando is great for all ages. Six blogs were produced for the meetings and conventions team. More than 50 landing pages were updated or created for VisitOrlando.com.

Travel Industry Sales

Visit Orlando continued to expand relationships with key tour operators and train travel advisers on how

to sell Orlando. During the second quarter, markets included: Argentina, Brazil, Canada, Chile, China, Colombia, France, Germany/Switzerland/Austria, India, Mexico, Scandinavia, the UK, Ireland and the U.S. We also connected with more than 700 travel advisers in the UK and participated in the World Travel Market Brazil and IPW tradeshows.

April - June	Q2 Results	Year-to-Date Results
	2019	2019
Travel professionals trained (in person and online)	11,082	19,426
Travel professional sales calls	727	1,388
Travel professional events (Tradeshows, missions, destination orientations)	31	48

GLOBAL COMMUNICATIONS (Publicity, Social Media, Corporate)

Visit Orlando's 2018 visitation announcement generated 1.3 billion media impressions, making it the most successful result in our destination's history. News of Orlando's 75 million visitors appeared in 1,500 online stories and 171 TV segments across the globe, with coverage in The New York Times, Associated Press, Washington Post and Newsday, among many others.

National media coverage continued to be strong in the second quarter, particularly in the U.S. Conde Nast Traveler, the leading consumer travel magazine and website, published a 45-article guide on Orlando as a result of our meeting with the editor in New York City and hosting a journalist on a destination orientation. Several of the articles have also been picked up by MSN.com. Other notable publicity secured in U.S. media include: Thrillist, Elite Daily, Reader's Digest, Mommy Poppins and The Points Guy.

At IPW, America's leading international travel tradeshow, we hosted a press conference with 300-plus international media attendees, updating them on Orlando's theme parks, hotels, attractions and much more. Coverage has appeared in top travel trade media outlets around the world, including Travel Weekly UK, TravelPulse Canada and Brazil's Mercado & Eventos.

In Brazil, the team secured Record TV's Domingo Espetacular, a prime-time news and entertainment show with an audience of 8.3 million. The show filmed four segments in Orlando, including one dedicated to shopping options for Brazilian visitors.

In the UK, thanks to a group destination orientation, we generated five regional and national stories highlighting our destination for adults. Publications included Yahoo, OK! Magazine, Scottish Sun, Sunday Mail and a syndicated story that ran in 25 regional newspapers. In addition, Daily Telegraph, the UK's No. 1 online news site, ran four stories in an updated Orlando guide.

In Canada, the team focused on the Orlando value message, landing three stories in top national newspaper The Globe and Mail and three stories in top deal site RedFlagDeals.com.

To reach the meetings and convention industry, we continued to promote upcoming enhancements at the Orange County Convention Center by hosting six meetings and convention publications for a destination orientation. In addition to touring the convention center, members of the media experienced several hotels and venues throughout the destination that cater to groups.

April – June	Q2 Results	Year-to-Date Results
	2019	2019
Impressions: public relations	6.3B	7.1B

Social Media

Visit Orlando launched a new way for people on social media to unite over their love of our destination. The #FantasticOrlando campaign, which started May 27 and runs through Aug. 31, is based on fans’ photography and popular hashtags of fan groups. Its goal is to showcase real and exciting experiences through the eyes of visitors on Facebook, Instagram and Twitter. The campaign is showing great results in consumer engagement and outperforming prior ad campaigns. It has also proven to be successful in acquiring new fans this quarter, significantly growing Visit Orlando’s overall social reach.

April - June	Q2 Results	Year-to-Date Results
	2019	2019
Impressions: paid + organic (Facebook)	68.4M	98M
Visit Orlando blog (total page views)	1.1M	2.6M
Visit Orlando followers (Facebook, Twitter, Instagram)	Secured 74,031 new followers	1.76M total followers

Industry Communications

Visit Orlando leveraged numerous platforms to communicate the value and perspective of tourism in the local community. Content detailing the positive impact of tourism was provided for two-page monthly spreads in i4 Business magazine, seven issues of our community and industry e-newsletter Tourism Matters, and in regular posts on LinkedIn. We presented to 40 high school students from across the U.S. as part of the annual Camp Pineapple at UCF’s Rosen College of Hospitality Management. After learning about tourism’s widespread economic impact and Visit Orlando’s role in marketing our destination, the students toured Orlando’s Official Visitor Center and took part in an educational scavenger hunt. President & CEO George Aguel also gave a presentation to the Orange County Tourist Development Council that is available for public viewing on Orange TV.

MEMBER RELATIONS

The membership team continued to focus on engagement, delivering educational and networking opportunities for members to make meaningful business connections. In the second quarter, the team held three member orientations, four “Power Hour” lunches with presentations from industry experts and two “Member Meetup” business networking events. In addition, Visit Orlando hosted more than 1,000 registrants at our Celebrating Travel and Tourism luncheon and general session. Through the second quarter, Visit Orlando has hosted more than 2,500 members from 800-plus companies at member events. The team has also continued moving to a more robust platform for the member portal, an online community where members access resources such as research, the member directory and leads.

CONVENTION SALES & MARKETING

Visit Orlando secures two types of meetings and convention business: at the Orange County Convention Center (aka “citywide”) and at Orange County hotels (aka “in-house”).

M&C Sales Performance

Citywide: The sales team secured future meetings and conventions with an estimated 225,950 attendees for the Orange County Convention Center, which will generate \$445 million in economic impact.

In-House: The sales team secured future meetings and conventions with an estimated 205,430 attendees for Orange County hotels, which will generate \$303 million in economic impact.

Citywide Production

April - June	Q2 Results	Year-to-Date Results
	2019	2019
Future attendance ¹ secured	225,950	612,933
Estimated room nights ²	497,090	1.35M

¹ Future attendance based on number of delegates at a meeting or convention's most recent event.

² Estimated room nights = attendance multiplied by average length of stay (2.2 nights)

In-House Production

April - June	Q2 Results	Year-to-Date Results
	2019	2019
Future attendance secured	205,430	331,524
Hotel room nights	389,598	643,111
Hotel leads	1,075	2,160

Citywide Sales Key Bookings

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

- MegaCon: 68,000 attendees, March 2021
- ServiceNow Knowledge: 20,000 attendees, April/May 2022
- MRO Americas Conference and Exhibition: 14,000 attendees, April 2026
- Future of Education Technology Conference: 12,000 attendees, January 2027, February 2028 and January 2029
- Association of Peri-Operative Registered Nurses Global Surgical Conference & Expo: 9,600 attendees, April 2027

Hotel Key Bookings

Key in-house hotel bookings the second quarter include:

- Dick's Sporting Goods Store Managers Meeting: 1,500 attendees, October 2019
- AmeriCheer International Championship: 3,200 attendees, March 2020
- National Association for Gifted Children: 2,000 attendees, November 2020
- National Convention of Gospel Choirs & Choruses: 2,000 attendees, August 2020
- Pharmacy Development Services Super Conference: 1,800 attendees, February 2021

Activity	Total Number	Total Participants
Tradeshows	6	3,400
Missions	4	260
Client events	5	350

- Visit Orlando and member companies traveled to New York City in late March to participate in Pharma Forum 2019, a conference addressing the most critical trends affecting the medical-meeting management industry. More than 100 appointments were conducted to help drive business to our destination.
- In April, Visit Orlando and member companies conducted an Atlanta sales mission, connecting with more than 50 association, corporate and intermediary meeting planners to build relationships for future in-house and citywide business.
- In May, Visit Orlando and member companies met with decision-makers from top associations in Washington, D.C. In addition to educational and networking activities, attendees took part in a corporate social responsibility initiative, donating more than 50 pairs of glasses to Lions Eyeglass Recycling Center. Visit Orlando and members also engaged with key meeting planners in Chicago, providing timely updates on our destination's hotels and venues.

- Visit Orlando hosted group business prospects for a destination orientation May 15-18, providing immersive experiences for new clients ranging from corporate and financial industries to science, technology and professional associations. Participants explored meeting opportunities at our destination’s many theme parks, hotels, restaurants and attractions.

Convention Marketing Update

To maintain Visit Orlando’s position as America’s top-ranked convention destination — and to continue growing our group leads for both citywide and in-house meetings — three convention trade media campaigns targeted planners in the U.S. and Canada. These campaigns included the citywide cooperative media plan, the non-citywide/brand media plan, and the Orange County Convention Center building improvement media plan.

During the second quarter, Visit Orlando rolled out a new marketing campaign to promote the Orange County Convention Center’s expansion and drive citywide business demand. A dedicated ad agency was hired in April to focus solely on our convention marketing efforts and help us develop a high-impact creative campaign. The new “Enhancing Amazing” campaign is supported by a dedicated convention center media plan running May through December. It provides blanket coverage of all national meetings and convention trade publications, as well as digital channels to ensure meeting professionals are aware of the improvements taking place.

Advertising Campaigns	Q2 Results	Year-to-Date Results	Description
Convention co-op	14.2M	25.1M	Trade print, digital display and social media
M&C brand	10M	18.1M	Trade print, digital, retargeting, social media and search engine marketing
OCCC enhancement	5.5M	7.3M	Trade print, digital, retargeting, social media and search engine marketing

Destination Meeting Services

The destination services team conducted 127 client site visits and client meetings in the second quarter, as well as 73 member site visits and member meetings.

April - June	Q2 Results	Year-to-Date Results
	2019	2019
Service leads issued¹	227	530

¹ 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.