

Big News from Parks, but Softness in Lodging Sector

The third quarter featured exciting developments at Orlando's theme parks, as Disney opened Star Wars: Galaxy's Edge and Universal announced plans to build Epic Universe, a move expected to create 14,000 jobs. The quarter also continued a trend of mixed results in Orlando's lodging sector, with room night demand falling about 3% over the same period last year, while collections of Orange County's Tourist Development Tax rose 0.2%.

The threat of Hurricane Dorian making landfall in Central Florida altered travel plans for many visitors in late August and early September, causing a 34.3% dip in hotel occupancy over Labor Day weekend. In response, to mitigate any misperceptions and drive short-term fall visitation, Visit Orlando increased our marketing, publicity and social media efforts.

In the U.S., our "Uniquely Orlando" marketing campaigns targeted families in the Northeast and Southeast. International campaigns focused on shopping, dining and entertainment (Brazil), tour operator and airline partnerships (Canada) and 2020 vacation planning (United Kingdom). To help travel advisers sell our destination and keep their clients updated on the latest developments, we also rolled out a new training resource, the Orlando Travel Academy.

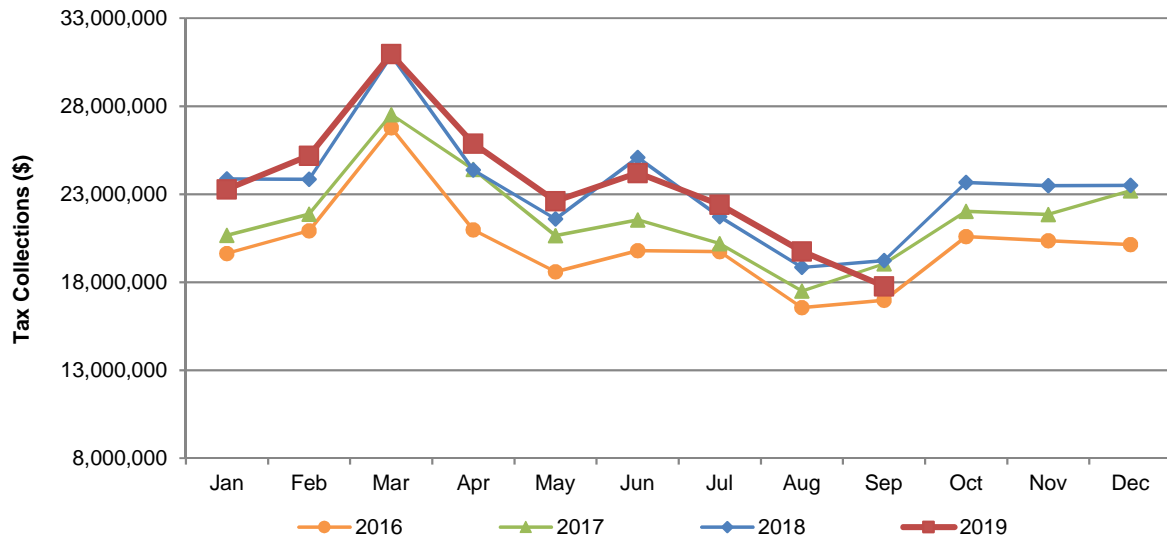
As for business travel, our team secured convention business that will result in over 339,000 attendees and \$612 million in future economic impact. We continued to heavily promote the Orange County Convention Center's upcoming expansion in trade media and among key meeting planners. And, for the seventh time in eight years, Orlando was named America's No. 1 meetings destination by Cvent, an industry-leading global event management company.

In August, we kicked off Visit Orlando's 14th annual Magical Dining with a record 125 restaurants and introduced this year's charities: Lighthouse Central Florida and the National Alliance on Mental Illness Greater Orlando. We also launched our MORlando Challenge, sending three Visit Orlando adventurers on a quest to see how long it takes to experience everything our destination has to offer. We'll reveal the big number Dec. 5 at Visit Orlando's Annual Meeting & Luncheon.

George Aguel
President & CEO

INDUSTRY PERFORMANCE

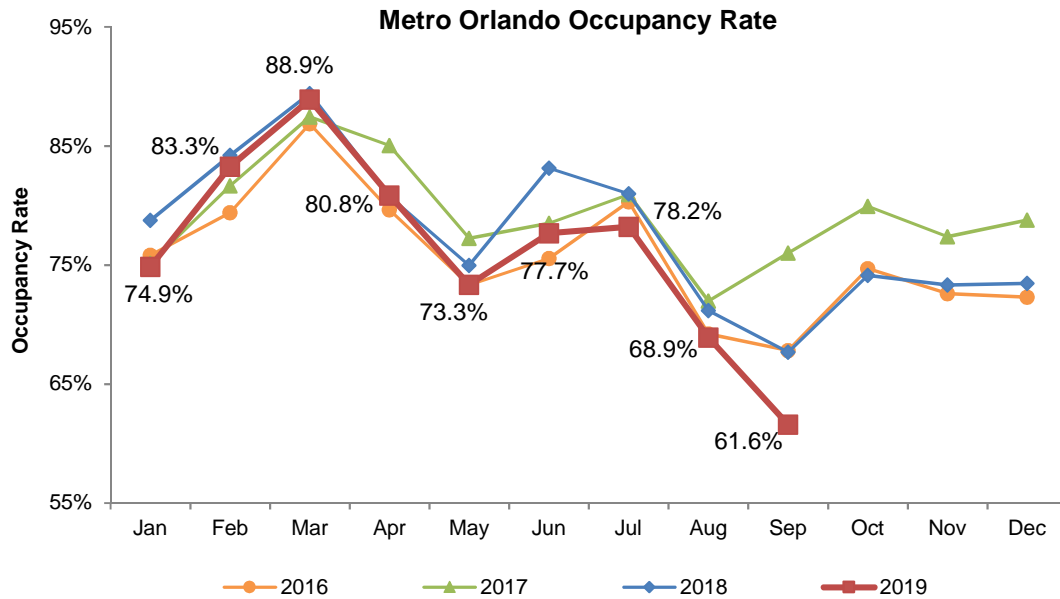
Orange County Tourist Development Tax Collections



Source: Orange County Comptroller's Office

Metro Orlando Lodging Indicators

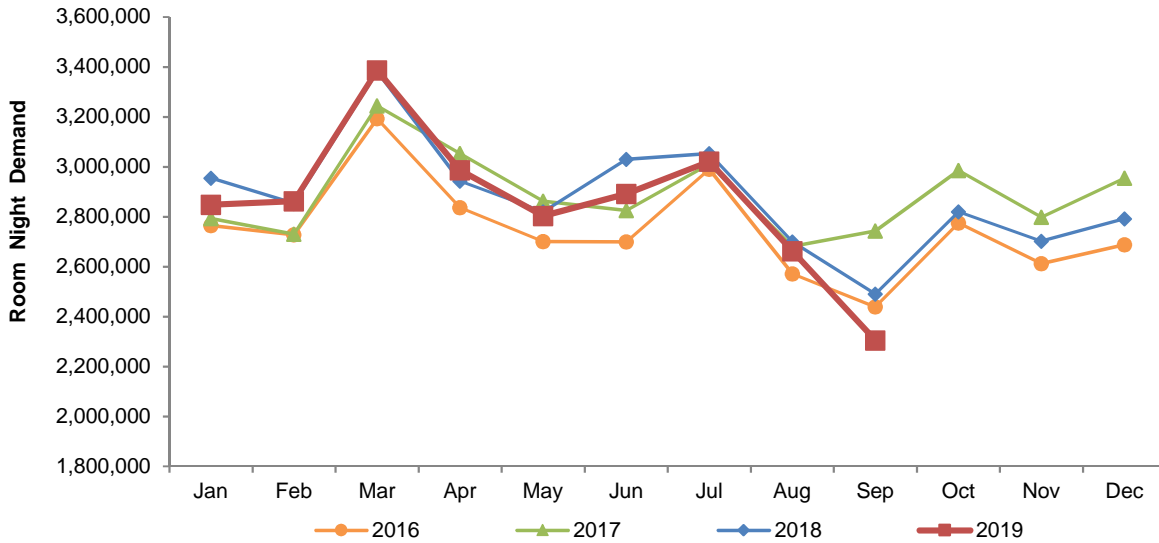
The following data are based on the January through June results released by STR. Please note that STR information does not include Disney-owned and -operated hotels, nor does it include the short-term rental of alternative accommodations such as timeshares, condos and vacation homes.



Occupancy		
	Q3 Results	Year-to-Date Results
	2019	2019
Orange County	72.4%	78.9%
Metro Orlando	69.7%	76.3%
Florida	66.6%	73.3%
National	70.9%	67.6%

Average Daily Rate		
	Q3 Results	Year-to-Date Results
	2019	2019
Orange County	\$115.53	\$133.52
Metro Orlando	\$109.71	\$126.18
Florida	\$122.84	\$147.16
National	\$133.20	\$131.86

Metro Orlando Room Night Demand



Room-Night Supply & Demand (in thousands)

	Q3 Results	Year-to-Date Results
	2019	2019
Supply¹	11,466	33,756
Demand²	7,988	25,766

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 drive incremental fall visitation and travel demand for 2020, Visit Orlando launched two domestic media campaigns targeting families; together, they generated 430 million impressions. The Southeast campaign, which launched in August and ran in our top drive markets of Atlanta and Florida, promoted Orlando's many Halloween and fall events on streaming TV, digital radio and out-of-home platforms, as well as through search engine marketing and paid social. The Northeast campaign, launched in early September, covered New York, Boston and Philadelphia. It promoted our Uniquely Orlando messaging and encouraged short-term fall travel through traditional and streaming TV, out-of-home, digital display, search engine marketing and paid social. Visit Orlando complemented these efforts with national broadcast integrations on popular TV shows such as ABC's "Live with Kelly & Ryan" and "Localish: Out of Office," as well as syndicated radio's top-rated "Elvis Duran and the Morning Show." These broadcast spots promoted Orlando's fall festivals and unique opportunities beyond the theme parks.

Visit Orlando's Magical Dining

Visit Orlando's 14th annual Magical Dining kicked off Aug. 23 with a record 125 restaurants and was extended one week to Oct. 7 because of Hurricane Dorian. The program concluded with over 938,000 OrlandoMagicalDining.com website sessions, a nearly 8% increase over last year. Clicks off the website to OpenTable, our reservations partner, increased almost 42%. One dollar from each meal will benefit two charitable organizations: Lighthouse Central Florida and the National Alliance on Mental Illness Greater Orlando. The donation amount will be announced at Visit Orlando's Annual Meeting & Luncheon Dec. 5 at Hilton Orlando.

Brazilian Marketing Campaign

Visit Orlando launched the second flight of our Brazilian media campaign in mid-August, promoting our destination's abundance of shopping, dining and entertainment options through national TV, print, out-of-home, digital platforms and social media. In addition, it was supported by several national cooperative campaigns with key tour operator partners. Brand health tracker surveys continue to monitor perceptions of Orlando and show that Brazilians still favor Orlando as a vacation destination. Key brand metrics continue to be extremely healthy, posting year-over-year increases and setting new milestones.

Canadian Marketing Campaign

Visit Orlando's search engine marketing and social media efforts generated 17 million impressions during the third quarter. Tour operator and airline marketing cooperative campaigns with Sunwing, Air Canada Vacations and TravelBrands ran during the summer months. And our fall campaign launched mid-

September in the Toronto, Golden Horseshoe and Ottawa markets, with digital display banners, paid social, search engine marketing, online video and TV.

United Kingdom Marketing Campaign

As UK visitors start planning up to 12 months prior to travel, Visit Orlando launched a campaign from late August through October to encourage planning a “Uniquely Orlando” holiday in 2020. Over 335 million impressions were delivered through national TV, digital and social media. A one-month ITV London Weekday Weather media integration also ran to provide efficient TV overlay support. In addition, initiatives such as consumer e-newsletters and cooperative campaigns were implemented with key trade partners in the UK and Ireland to provide exposure to Orlando offers and value messaging.

Media

Advertising Campaigns	Impressions	Description
United States	430M	TV, print, outdoor, digital radio, digital display, social media, search engine marketing
Brazil	212M	TV, print, outdoor, digital display, social media, content amplification, search engine marketing
Canada	17M	Social media, search engine marketing
United Kingdom/Ireland	329M	TV, digital display, social media, search engine marketing

Global Website – VisitOrlando.com

July - September	Q3 2019	Year to Date
Monthly sessions	5.5M	15.6M
Total page views	14.8M	36.3M

E-newsletters

Market	Delivered	Open Rate	Click-Through Rate
United States consumer	4.8M	8.04%	0.69%
Florida consumer	1.3M	10.03%	0.79%
International consumer	1.19M	17.93%	1.66%

Content

The content team produced 109 video edits, 36 multimedia shoots and 28 new or significantly updated stories to Visit Orlando’s consumer blog. Popular topics included Visit Orlando Magical Dining, value-priced attractions, why Orlando is great for all ages, best-kept secret restaurants, fall activities and Orlando’s repeatability. Eight blogs were produced for the meetings and conventions team. More than 50 landing pages were updated or created for VisitOrlando.com.

Convention Marketing

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:

- **Orange County Convention Center Expansion Campaign:** Our Convention Center expansion campaign continued to include coverage across all major meetings and exhibitions trade magazines. From two-page spreads to cover wraps and gatefold insertions, the campaign delivered 6 million impressions during the third quarter and kept Orlando top of mind among our competitive set.
- **Convention Co-op Campaign:** "Orlando Destination Guide" 24-page custom inserts were included in seven of the top meetings trade magazines. The insert was complemented by feature advertorials to promote our partners. Accompanied by digital and social media, the campaign received over 14 million impressions in the third quarter. Digital efforts showed a click-through rate of 0.4%, which is triple the industry average, and has resulted in more than 99,000 visits to partner websites so far this year.
- **Non-Citywide/Brand Campaign:** Our annual destination brand campaign continued through the third quarter, delivering an additional 10 million impressions focused primarily on digital display and paid social to promote Orlando as a top meetings destination, drive website visitation and increase participation in our monthly "What's New" webinar.

Thanks to these combined efforts, year-to-date impressions were up 25%, with website visitation also up 50%. Ad Tracker research showed strong growth in our campaigns' effectiveness among meeting planners, indicating a higher likelihood of future meetings coming to Orlando.

GLOBAL COMMUNICATIONS

Publicity

The team secured exceptionally strong national coverage, promoting our destination in the most important U.S. markets. Through pitching and working with reporters on destination orientations, we secured third-party media coverage on what's new in tourism, as well as unexpected travel ideas beyond the parks in our local neighborhood districts. USA Today and MSN.com promoted Winter Park, naming it one of 12 small towns about to become more popular. Newsweek focused on things to do outside the theme parks, such as nature exploration at Wekiwa Springs. Forbes promoted the unexpected angle of relaxing in Orlando's spas, and Philly magazine reported on both what's new at the theme parks, and the charm of Winter Garden and Winter Park.

To encourage visitation during the off-peak fall season, we also secured advance coverage of our destination’s many seasonal events (such as Visit Orlando Magical Dining, Halloween festivities and multiple food festivals), with national coverage in the Chicago Tribune and international media attention on Brazil’s [UOL](#) and [Catraca Livre](#) websites.

Internationally, as shopping is a primary driver for Brazilian visitors, we worked with more than 20 Brazilian social media/lifestyle influencers to showcase the diversity and benefits of shopping in Orlando. This extensive campaign resulted in more than 600 social media posts to the groups’ nearly 15 million followers, creating valuable unpaid endorsements from these influencers.

On the meetings and conventions front, feature stories highlighted Orlando as a top destination, with new developments such as the upcoming expansion of the Orange County Convention Center. This coverage, which included stories in Northstar, Association Conventions and Facilities, Prevue and several other outlets, was the result of a second quarter destination orientation for trade media.

The team also managed issue-related communications around Hurricane Dorian, sharing destination updates to media prior to and immediately after the storm to negate any misperceptions that Orlando was negatively impacted. Coverage appeared in the Associated Press and several international trade outlets.

July - September	Q3 2019	Year to Date
Impressions: public relations	1.7B	8.8B

Social Media

The third quarter was our strongest yet for organic and boosted social performance, almost doubling impressions earned in the second quarter. Our #FantasticOrlando campaign tapped into popular fan groups and hashtags — such as theme parks, thrill-seekers, foodies and even nature lovers — to showcase topic-specific “fandom” opportunities in Orlando. The campaign ran throughout summer and played a strong role in this quarter’s success by leveraging our fans’ shared content in a way that was both authentic and highly relevant to their personal interests. Another significant contributor to our social media growth were highly popular campaigns targeting important Brazilian and Latin American markets.

July - September	Q3 2019	Year to Date
Impressions: paid + organic (Facebook)	124M	221M
Visit Orlando followers (Facebook, Twitter, Instagram)	68,029 new followers	1.82M 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, 11 issues of our community and industry e-newsletter Tourism Matters, and in regular posts on LinkedIn. We conducted presentations to business and community groups, including participation in a Florida DOT panel discussion focused on tourism and transportation. President & CEO George Aguel also gave presentations to the Board of County Commissioners and the Orange County Tourist Development Council that are available for public viewing on Orange TV.

MEMBER RELATIONS

The membership team continued to focus on engagement by delivering educational and networking opportunities for members to make meaningful business connections. The team held 11 member events, including member orientations, Visit Orlando Magical Dining restaurant training, “Power Hour” lunches with presentations from industry experts, and “Member Meetup” business networking events. In August, more than 1,000 members and community leaders registered to attend our Business Insights Luncheon and Economic Forum. Through the third quarter, Visit Orlando has hosted more than 5,000 members from over 1,000 companies at member events.

CONVENTION SALES

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 231,158 attendees for the Orange County Convention Center, which will generate \$455 million in economic impact.
- **In-House:** The sales team secured future meetings and conventions with an estimated 108,232 attendees for Orange County hotels, which will generate \$157 million in economic impact.

Citywide Production

July - September	Q3 2019	Year to Date
Future attendance ¹ secured	231,158	844,091
Estimated room nights ²	508,548	1.85M

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

July - September	Q3 2019	Year to Date
Future attendance secured	108,232	439,756
Hotel room nights	223,395	866,506
Hotel leads	1,017	3,179

Citywide Sales Key Bookings

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

- International Air Conditioning, Heating Refrigerating Exposition: 62,000 attendees, February 2025
- Florida Volleyball Challenge: 23,000 attendees, April 2021
- DECA International Career Development Conference: 21,000 attendees, April 2025
- Assemblies of God Fine Arts Festival: 13,000 attendees, August 2022
- Gartner Annual IT Symposium: 13,000 attendees, October 2021
- LinkedIn Talent Connect: 6,000 attendees, October 2021

Hotel Key Bookings

Key in-house hotel bookings in the third quarter include:

- PowerSchool Group EDGE: 7,900 total room nights, February 2021
- United Healthcare APC Summit: 7,335 total room nights, May 2021
- Boston Scientific Corporation Cardio NSM: 6,190 total room nights, February 2022
- Air Force Sergeants Association Confidential Conference: 5,878 total room nights, July 2021
- Institute Electrical & Electronics Engineers: 5,775 total room nights, September 2024

Direct Sales Activities

Activity	Total Number	Total Participants
Tradeshows	5	1,134
Missions	2	103
Client events	2	172

- Visit Orlando conducted sales missions in Minneapolis and Denver, strategic cities for connecting with event planners based in the western U.S. We partnered with several member companies to build key client relationships and generate future in-house and citywide business.
- Visit Orlando showcased our destination in Las Vegas at IMEX, the business event industry's largest tradeshow in North America. More than 3,500 exhibitors representing 150 countries were in attendance, and Visit Orlando conducted over 200 appointments and 13 group presentations, as well as a "Wake Up with Orlando" breakfast for more than 200 key clients. Overall, IMEX provided an excellent forum for us to interact with key decision makers, senior buyers and media, with the goal of driving business to our destination and promoting the upcoming expansion of the Orange County Convention Center.

- To generate future in-house convention business for Orlando, our meetings and conventions team networked with more than 2,500 planners representing association, corporate, specialty and sports markets during the annual Connect Marketplace in Kentucky.
- Our convention sales team attended CEIR Predict, the Annual Exhibition Industry Outlook Conference, in Washington, D.C. The event allowed us to engage with key citywide clients and stay up to date on emerging trends in the tradeshow industry.
- Visit Orlando and the Orange County Convention Center attended the annual TSE Gold 100 Awards and Summit in San Diego. The event drew representatives from the country's top 100 trade shows to explore new partnerships and strategies.

Destination Meeting Services

The destination services team conducted 130 client site visits and client meetings, as well as 60 member site visits and member meetings.

July - September	Q3 2019	Year to Date
Service leads issued ¹	230	760

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.

TRAVEL INDUSTRY SALES

Our travel industry sales team hosted 50 top-performing agents from the UK for a weeklong destination orientation that highlighted our theme parks, attractions, hotels and shopping venues. Doubling in size, this year's event featured 30 member companies. We also hosted 27 travel professionals, representing 18 tour operators and three trade media from our key international market of Mexico. The destination orientation included a Visit Orlando marketplace that allowed tour operators to network with our lodging industry and non-theme park members.

July - September	Q3 2019	Year to Date
Travel professionals trained (in-person and online)	7,849	22,442
Travel professional sales calls	820	2,208
Travel professional events (tradeshows, missions, destination orientations)	11	58