



VisitOrlando®

Board of County Commissioners Update

George Aguel

President & CEO



Most Marketing Campaigns in our History



Heineken

Visit Orlando

1st Global Tourism Partnership



Record Levels of New International Service

Positioned Brand Orlando in Luxury Market



Gained National Recognition as Dining Destination





Doubled Marketing Investment in Brazil

Booked Convention Business with \$3.2 Billion Impact





Hilton 

Record 31.6 Million Room Nights Sold



Record \$108.03 Average Daily Rate



Record \$207 Million TDT

The image features a central black rectangular box containing the text "Visit Orlando". The word "Visit" is in a white, cursive script font, while "Orlando" is in a white, bold, sans-serif font. A small registered trademark symbol (®) is located at the end of "Orlando". The background of the entire image is a light gray gradient with a pattern of faint, overlapping white geometric shapes, primarily hexagons and polygons, creating a modern, architectural feel.

Visit Orlando®



Sports Marketing Update



Definite Business

- 22 Events
- 56K Room Nights
- 58K Visitors
- \$36M in Economic Impact



VisitOrlando®

2015 Outlook

The New York Times

1 of "52 Places to Go in 2015"



WINE ENTHUSIAST[®]

MAGAZINE

1 of "10 Best Wine Travel Destinations in 2015"

priceline.com[®]

No. 1 Among "Top 2015 Travel Hot Spots"



ipdw

Powered by U.S. Travel

ORLANDO

MAY 30-JUNE 3, 2015

Largest Generator of Travel to the U.S.

The logo for the U.S. Travel Association is centered on a light gray rectangular background. It features a solid black horizontal bar at the top and another at the bottom. The text "U.S. TRAVEL" is written in a large, bold, serif font, and "ASSOCIATION" is written below it in a smaller, all-caps, serif font.

U.S. TRAVEL
ASSOCIATION

Roger Dow – President & CEO, U.S. Travel Assoc.

Thank
You

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