













pcmo Las Vegas and Orlando are the destinations planners expect to be **most ready** for upcoming events.

Visit Orlando

9,600 participants // \$12.3M economic impact

1,400 live attendees // 8,200 virtual attendees

Together Again EXPO

Visit Orlando

Consumer Sentiment

- Consumers continue to prefer outdoor, natural destinations
- Pandemic etiquette is improving (mask-wearing, social distancing)
- Spike in cases has impacted consumer optimism and travel intentions
- Search windows are getting even shorter (more consumers searching 0-21 days out)

Looking Ahead

Supporting Our Industry & Community

ORDER YOUR FAVORITES. EAT AT HOME!



Visit Orlando.com/ToGo

Leveraging our resources to help those in need and boost the local economy








Building Confidence & Trust



Publicity

Social media

Direct marketing

"Orlando Welcomes Visitors with New, Enhanced Theme Parks & Attraction Safety Measures"

ORLANDO AWAYS YOU

Leverage the Love of Orlando



Mobilize 3rd-Party Ambassadors

- Travel professionals
- Influencers & bloggers
- Media
- Members
- Orlando fans





Open-Air Experiences



- Outdoor adventures
- Outdoor dining
- Resorts / pools
- Theme parks
- Outdoor recreation
- Waterparks

Affordability



Check Out These Offers

- Florida-resident offers
- Savings on hotels, attractions & restaurants

Marketing & Publicity Outreach



Website

Hey Florida!
Need a Staycation?
GO OFF TO ORLANDO!

Landing Page

E-Newsletter

Social Media

SEM Campaign
