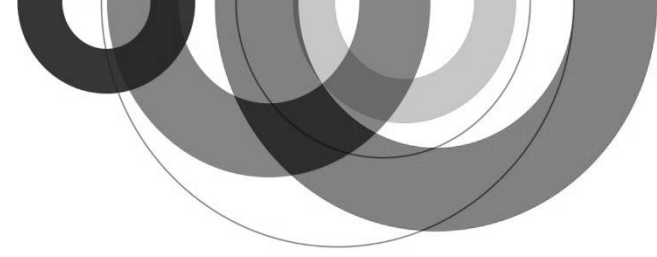


**Orange County
Board of County Commissioners
July 31, 2012**

Larry Henrichs
COO/CFO

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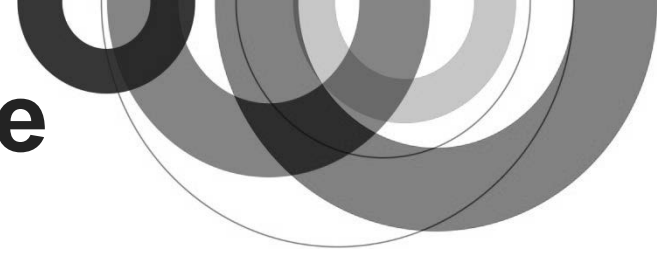


Industry Performance



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Hotel Industry Performance

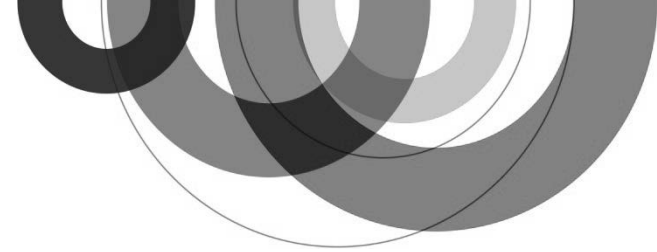


2012 June YTD	Metro Orlando		Florida		National	
Demand (% change)		4.0%		3.3%		3.7%
Occupancy*	72.8%	2.8%	69.2%	3.4%	61.0%	3.4%
Average Daily Rate*	\$102.51	3.4%	\$120.85	4.7%	\$105.13	4.4%
RevPAR*	\$74.61	6.3%	\$83.61	8.3%	\$64.12	8.0%

* Occupancy, ADR & RevPAR from Smith Travel Research does not include Disney-owned hotels or alternative forms of accommodations such as vacation homes, timeshares, or campgrounds.



Local Market Indicators



2012 YTD (millions) vs. '11

Orange County Convention Center (May YTD)

Convention & Tradeshow attendance	.584	+6.7%
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Orlando International Airport (May YTD)

	15.308	+0.6%
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Domestic	13.696	-0.7%
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International	1.612	+12.6%
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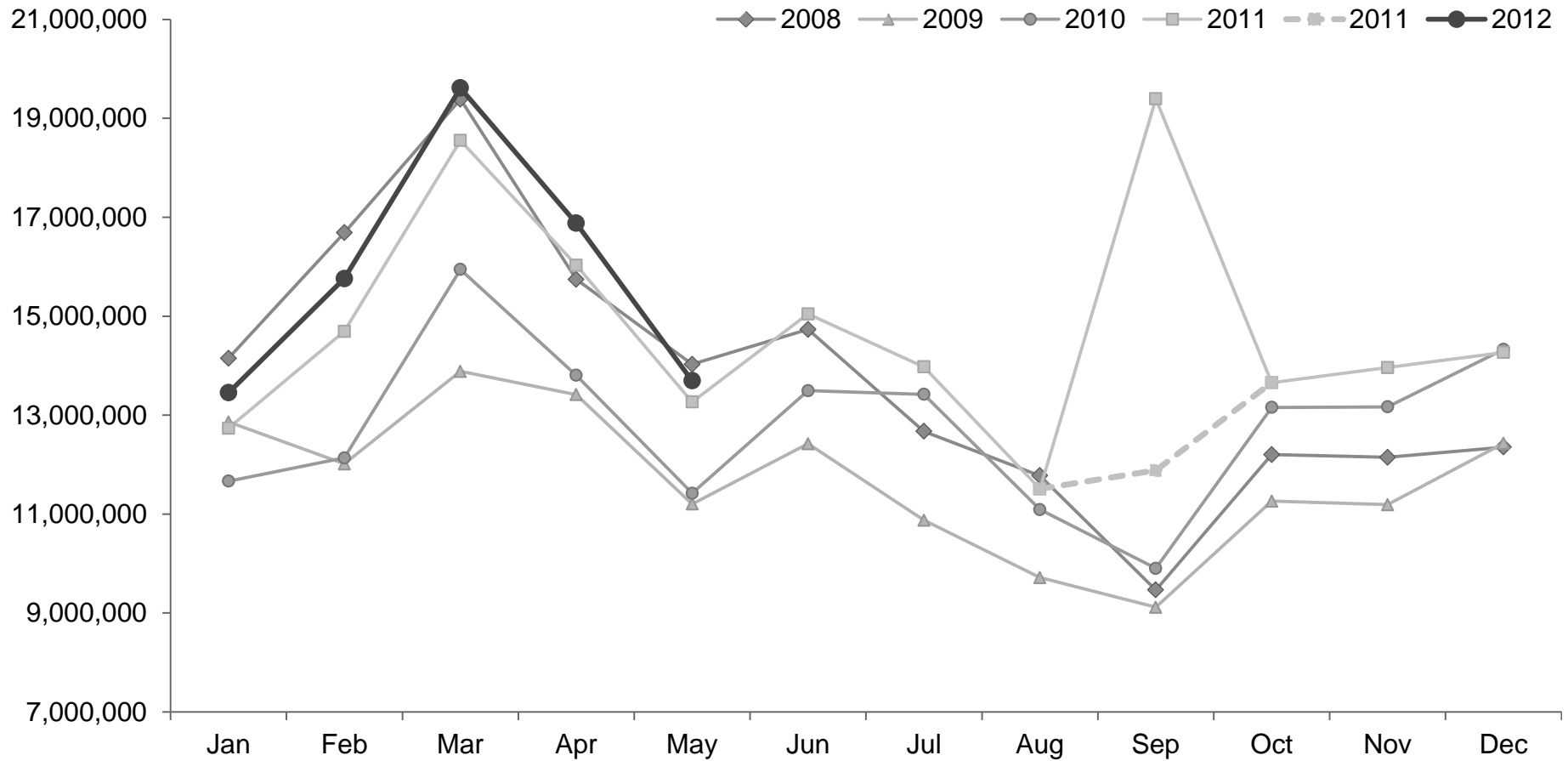
Orlando Sanford International Airport (June YTD)

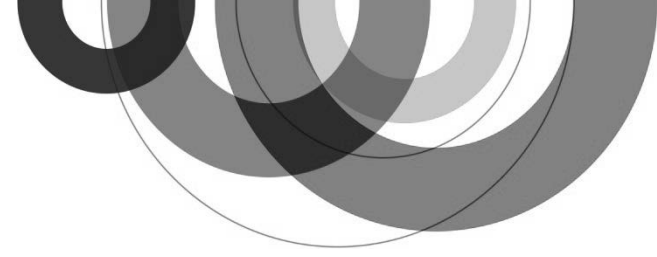
	.902	+21.2%
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Domestic	.712	+22.4%
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International	.191	+17.0%
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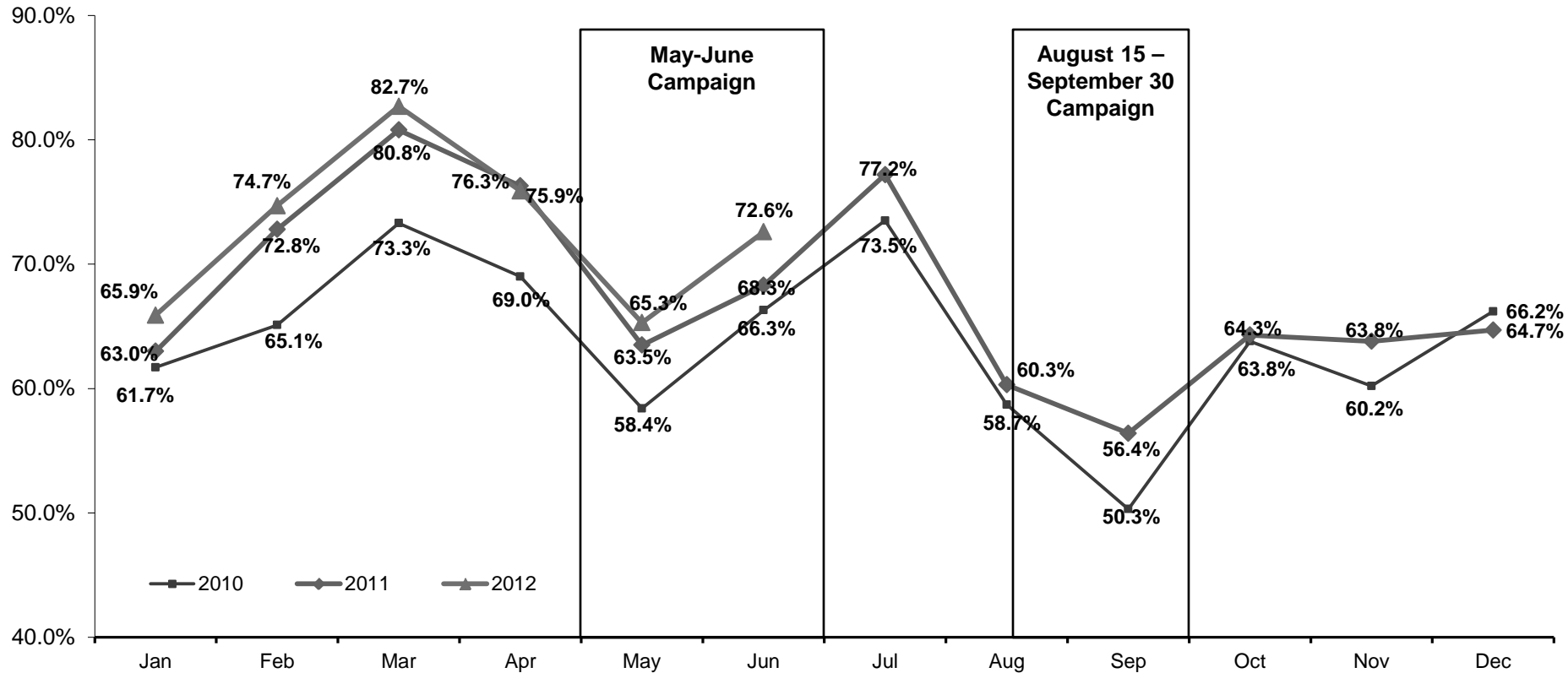
Orange County TDT



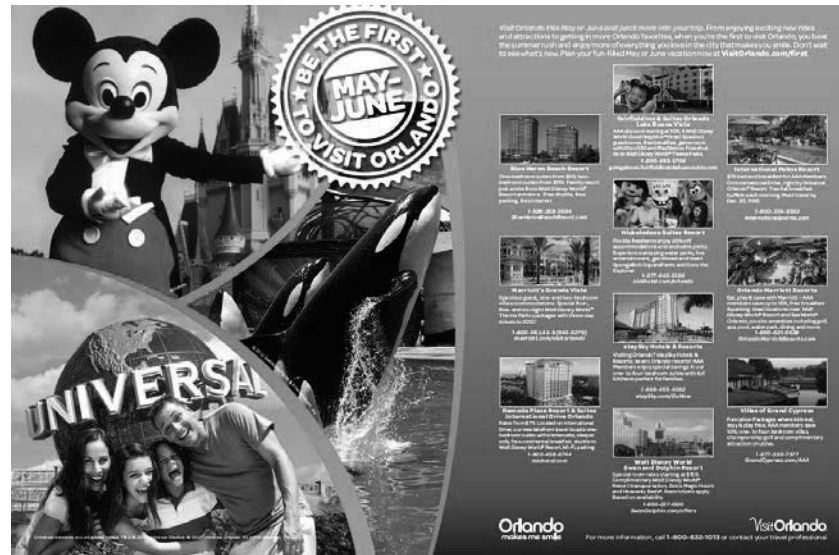


Domestic Marketing

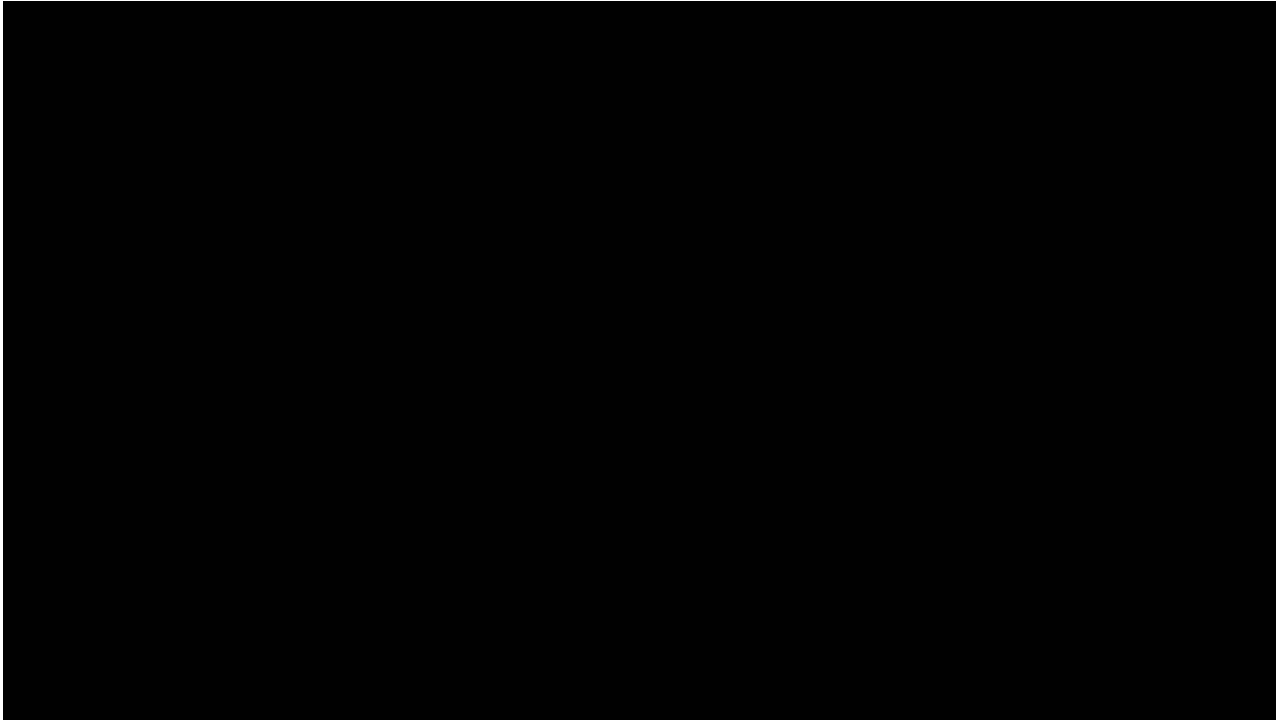
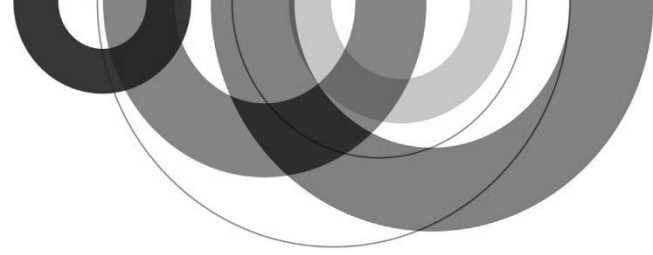
Focus: Need-time periods



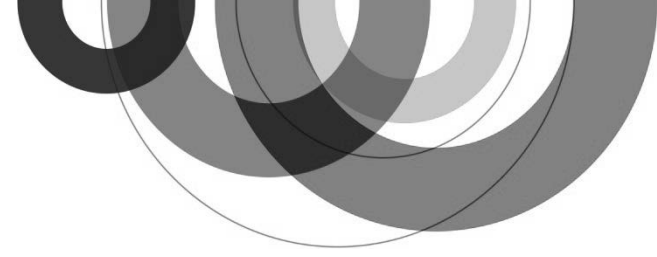
Need Period Campaign - Spring



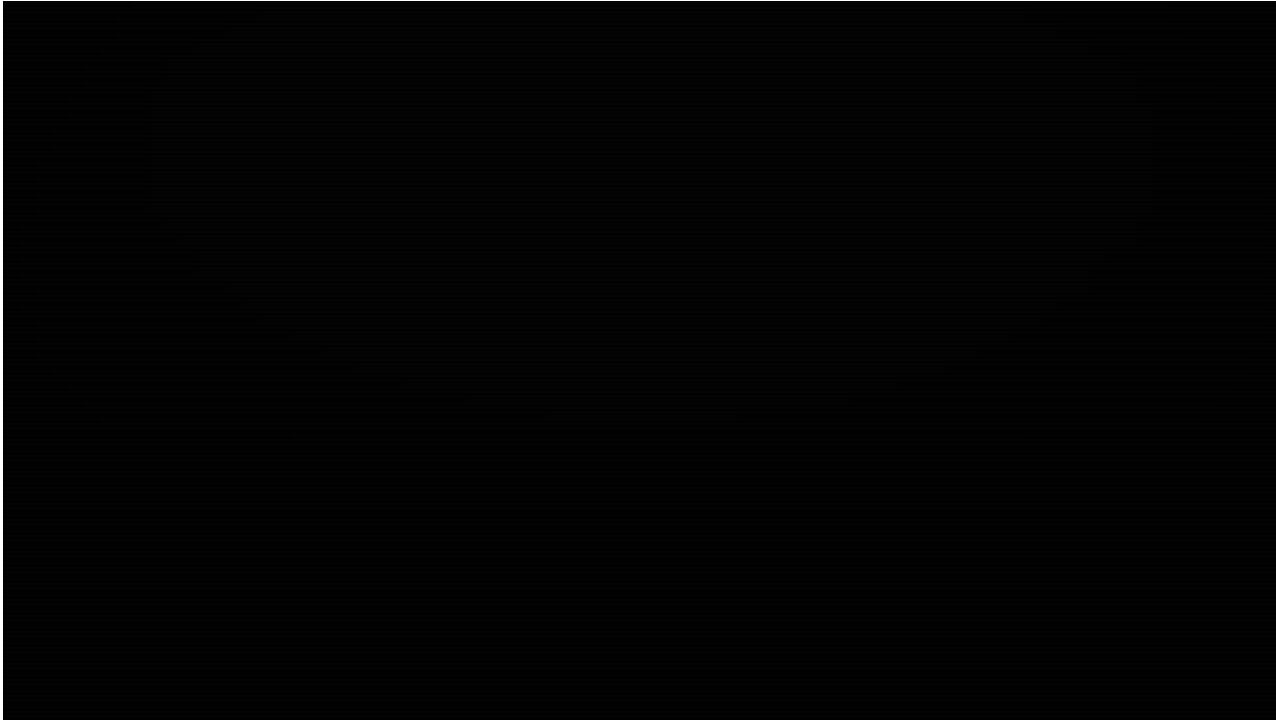
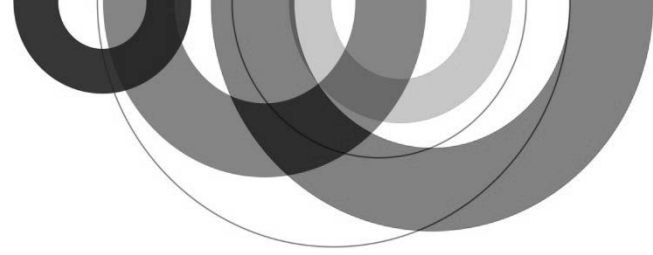
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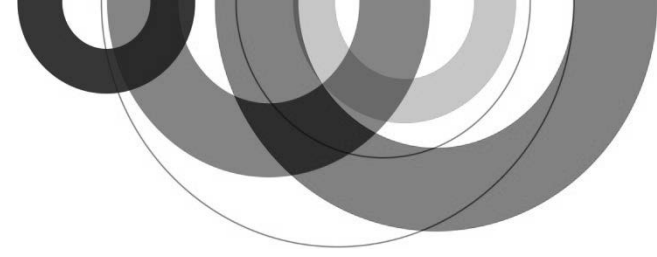
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International Marketing



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Convention Sales and Marketing

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Convention Sales 2012 Year-to-Date (Jan-June)

- 70 future Citywide events secured
- 898,438 future room nights – up 56.7% over Jan-June 2011
- More than \$685 million in future spending

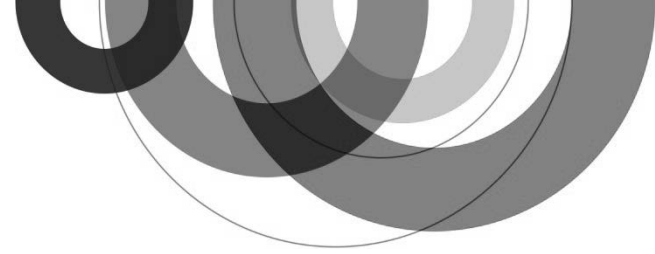


Spring Convention Sales Programs

- Destination FAMs
 - HelmsBriscoe April 12-15
 - MaxVantage/Johnson & Johnson April 26-29
 - SmithBucklin June 6-8
 - Third Party June 21-24
- In-market missions
 - New York Sales Mission June 13
- Number of clients: 138



Key 3rd Quarter Sales Initiatives



- Sales Events

July 7-11 Site Seminar/MICE FAM (UK and Canada)

July 22 Pennsylvania Sales Mission

- Tradeshows

July 3-7 Meetings & Incentive European Spring Forum

July 11-13 Florida Society of Association Executives Annual Conference

July 16-18 Destination Marketing Association International Annual Conference

July 28-31 Meeting Professionals International World Education Conference

August 8-10 Meeting Professionals International South Eastern Conference

August 11-14 American Society of Association Executives Annual Conference

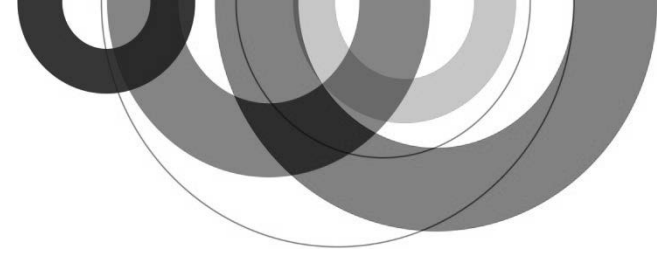
August 15-18 Connect

August 16 Chuck Cook

August 21-22 IncentiveWorks

August 23-25 FICP Canada Regional

Influencer Campaign




After the keynote.
Before the show.

6:23 p.m. Celebrating a successful event near Disney, one of Orlando's dining and entertainment districts. From culinary hotspots to energetic nightlife, Orlando makes business meetings inspiring and productive. Find out how business events are just the beginning at OrlandoDistricts.com.

Visit Orlando

CONVENTION AREA	RESTAURANT ROW	WINTER PARK	DOWNTOWN	UNIVERSAL CITYWALK	DISNEY LAKE BUENA VISTA
Entertaining Options	Prime Dining Destination	Southern Chic	Vibrant Nightlife	Adventurous & Energetic	Signature Excitement



After today's Q&A.
Before tomorrow's wrap-up.

9:16 p.m. Listening to a live band in the Convention Area, one of Orlando's dining and entertainment districts. From culinary hotspots to energetic nightlife, Orlando makes business meetings inspiring and productive. Find out how business events are just the beginning at OrlandoDistricts.com.

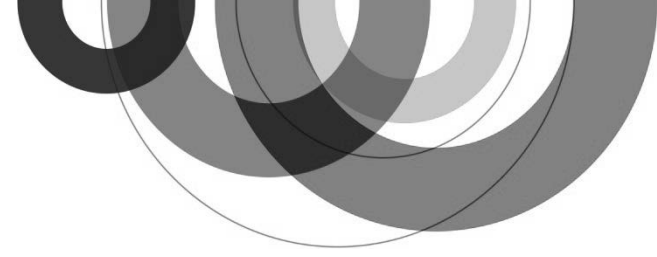
Visit Orlando

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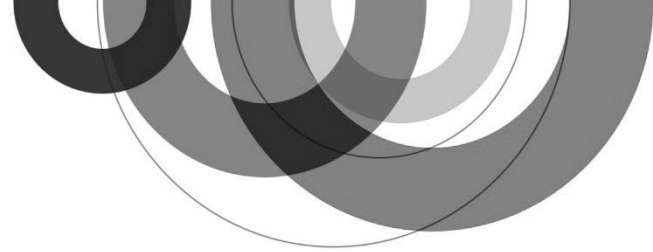


APRIL 2011



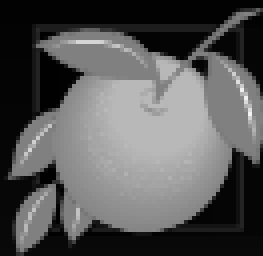
Closing Remarks

VisitOrlando.



Thank You!

*Visit***Orlando.**



Consent Item B.10

Action Requested

**Approve Second Addendum to the
2007 Tourism Promotion Agreement
between Orange County, Florida and
Orlando/Orange County Convention
and Visitor Bureau, Inc.**