

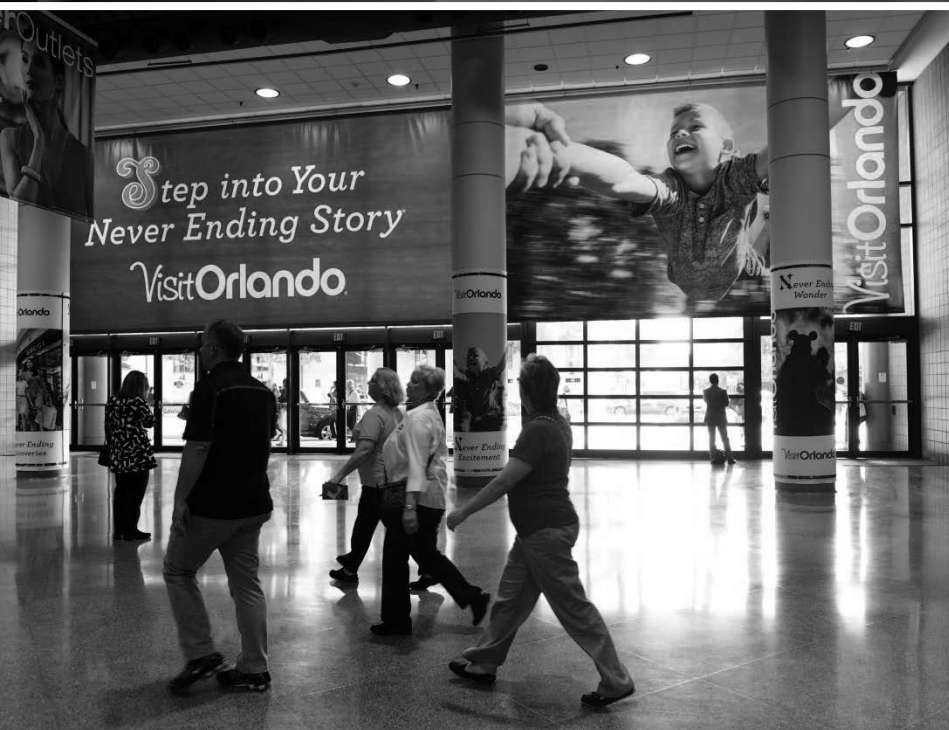


Visit Orlando®



1st Full Year of New Campaign

1st Full Year of Consolidated Global Publicity





Launched Most  
Extensive Global  
Brand Campaign



# Initial Results

- Greatly increased intent to visit
- Raised awareness strongly
- Generated record publicity



# Predicted Challenges

Established mitigation  
initiatives

# First Campaign in Mexico

*Tu imaginación y  
tus experiencias  
no tienen límite.  
Bienvenido a  
un lugar en  
el que podrás  
aprovecharlas al  
máximo.*

VisitOrlando.  
*Tu historia sin fin™*

Comienza a planear hoy en  
[VisitOrlando.com](http://VisitOrlando.com)

USA Visit  
TheUSA  
.mx



# First Spring Campaign in United Kingdom



# Florida Project





# Exclusive Florida Turnpike Presence





Expanded Visitor Services— The Mall at Millenia



USTA National Campus



Exclusive Presence

# First Destination Mobile App Powered by IBM Watson







**Worth**<sup>®</sup> Magazine



# Worth and Orlando Join Forces

- Enhanced position
- Introduced EDC as a partner
- Negotiated 12 months of add-on exposure
  - “Luxury Orlando” insert/sales tool
  - Website integration





## Year End Outlook





Forecast Looks Positive



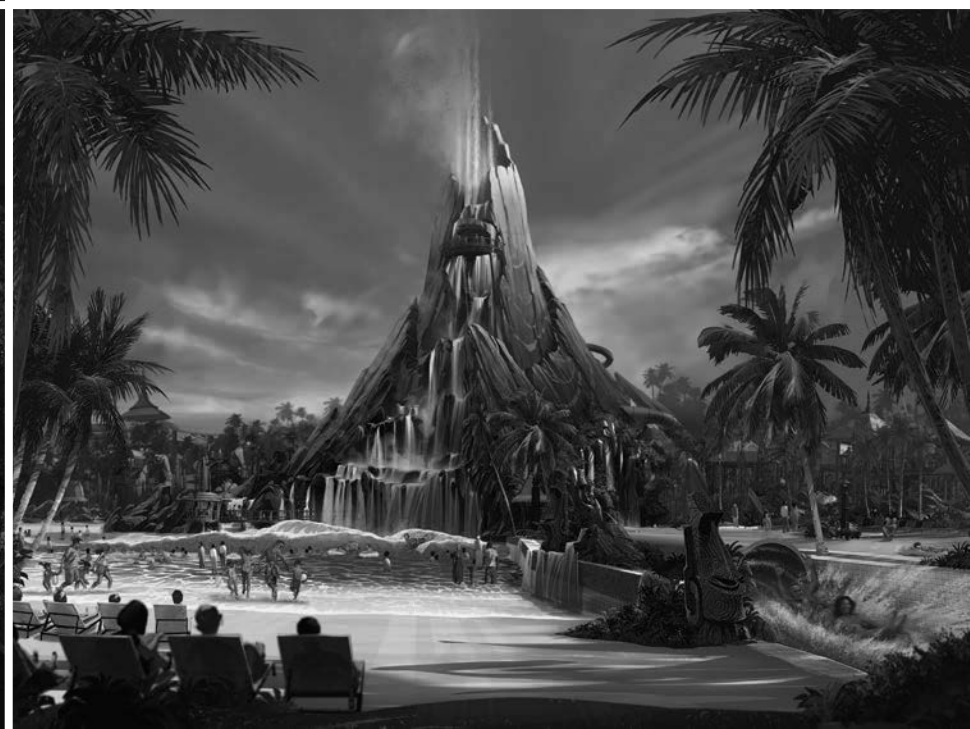
# Record Convention Center Forecast

# 2017 Tourism Outlook

- Exchange rates
- Brexit
- Zika
- Increased competition



# 2017 Tourism Outlook





Visit Orlando®