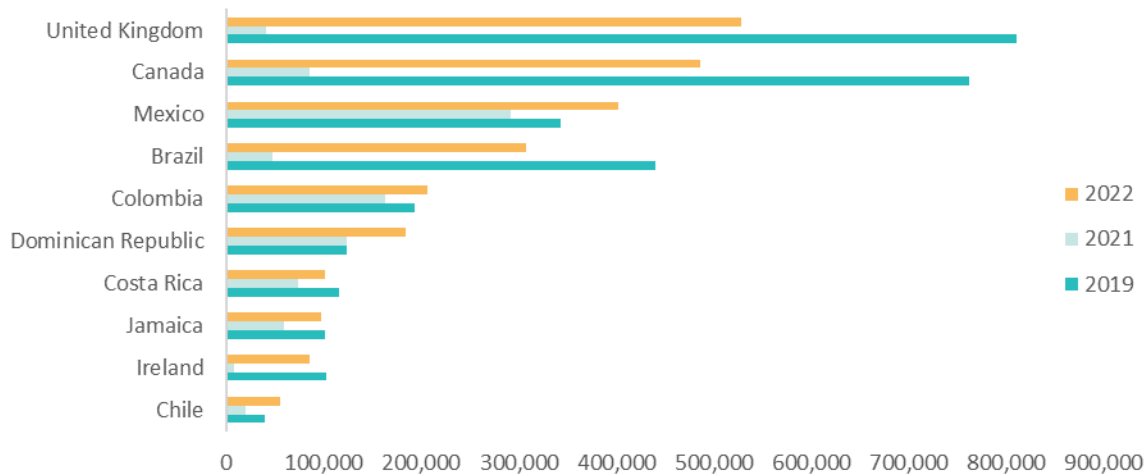


## Top 10 International Markets

Visitation numbers are not back to pre-pandemic levels; however, there was a significant surge after some countries reopened in November.

The top international markets remained the same, though the countries that opened sooner, such as Mexico and Colombia, had higher visitation than before the pandemic.

International Arrivalst @MCO



Source: Airline Data, Inc.

## Challenges

In 2022, international inbound travel to the United States was 40 percent below 2019 levels. Foreign arrivals in Orlando were 34 percent below 2019 levels. Despite increased international travel after reopening in November, significant barriers remain:

### Airlines

- Several routes have not resumed service to Orlando International Airport (MCO).
- Approximately 50 direct flights have resumed service, with more than 20 new or resumed flights planned through December 2023.

### Visas

- Obtaining visas continues to be a barrier for Latin American markets. In some countries, it can take up to 12-30 months to get an appointment.

### Prices and exchange rates

- Exchange rates are the least favorable they have been in years. This means more expensive travel costs, in addition to already high prices for flights and lodging. Fuel surcharges also contribute to expensive airfare.

## About Experience Kissimmee

Experience Kissimmee is the official tourism authority for Osceola County, Florida. Located 25 minutes from Orlando International Airport (MCO), Kissimmee offers a perfectly balanced vacation experience with world-famous theme parks and attractions, outdoor activities, and plenty of Florida sunshine. Kissimmee is the Vacation Home Capital of the World®, with options ranging from two-bedroom condos to 15-bedroom mansions. Get inspired at [experiencekissimmee.com](https://www.experiencekissimmee.com).

## Top 10 Domestic Markets

2022 domestic fly market visitation has not caught up to 2019 totals, although the top markets remain generally the same.

Fly market visitation also was affected by rising prices that have increased cost of fuel airfare and widespread labor shortages.

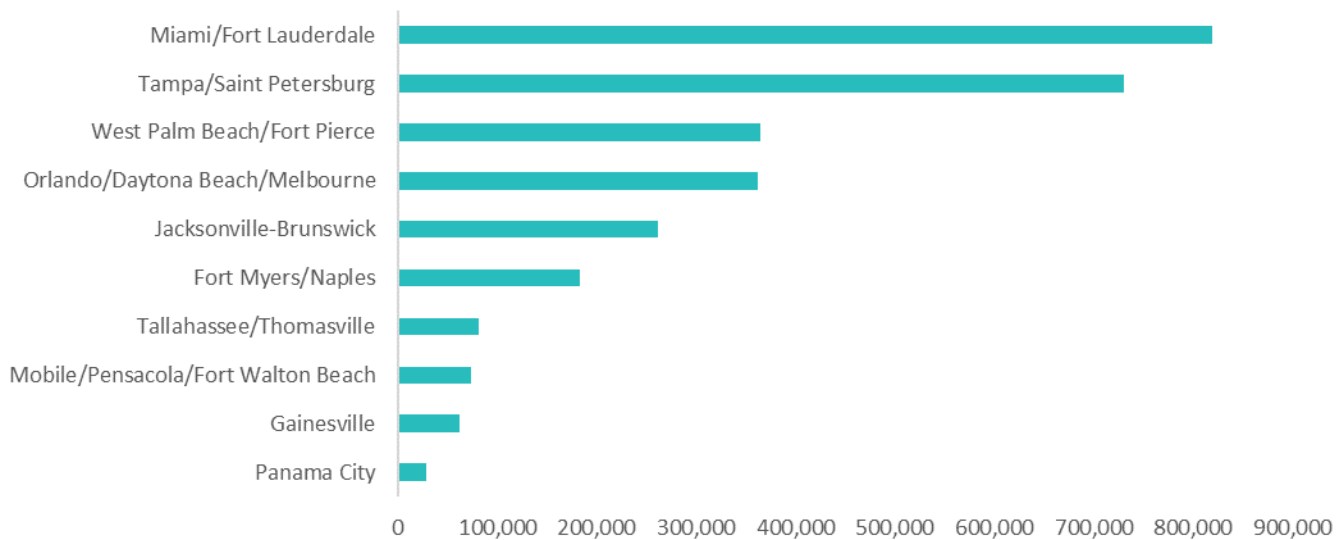


Source: Arrivalist

## Top 10 Florida Markets

Tampa/Saint Petersburg and Miami/Fort Lauderdale lead the visitation surge for Florida markets in 2022.

The chart below reflects the number of visitors whose primary destination is Kissimmee, Florida. These visitors spend on average 1 to 2.5 days in the destination.



Source: Arrivalist