

EXPERIENCE KISSIMMEE

IMPACT REPORT

FISCAL YEAR 2021-2022



EXPERIENCE
Kissimmee
FLORIDA



Letter From the CEO 1

About Experience Kissimmee 3

Strategic Objectives 5

Revenue & Expenses 7

Destination by the Numbers 9

Water Under The Bridge 11

LOOK BACK

Uncharted Waters 29

LOOK AHEAD

Conclusion 39



Letter From the CEO



To Our Partners,

This past year has been a winding path of small ripples and big waves. Our sunny destination saw incredible growth, making way for high visitation. We've gone through different seasons together and continue to make the most of what we're given.

A huge 'thank you' to our County Commissioners and Board of Directors for believing in Experience Kissimmee's teams and ongoing creative efforts to make this the top destination for vacations.

Kissimmee surpassed several of our fiscal year goals by wide margins, and our Tourist Development Tax (TDT) was a whopping \$76.6 million the past fiscal year. Tourism is once again at the forefront of everyone's minds. And with the addition of 81 new Industry Partners, our destination is expanding like never before with new attractions, restaurants, entertainment, shopping, and accommodations.

You'll notice throughout this impact report the mention of long waters. Kissimmee, a unique word meaning "long waters," can be traced back to the language of the Jororo people. This meaning is what sets our destination apart from other Central Florida organizations. Sometimes we experience steadiness in our tourism, and other times a ripple can set off waves of change. Together we look ahead to what's next, while glancing behind every once in a while, to see how far we've come.

DT Minich
President & CEO
Experience Kissimmee



About Experience Kissimmee

Osceola County was first established as a transportation hub in the late 19th century for riverboats and railroads. This began a cattle, sugar, and lumber-based economy. But all that changed with the arrival of *Walt Disney World*® Resort in 1971.

Since then, Kissimmee and Central Florida have evolved from a few roadside attractions into one of the top vacation destinations in the world. Tourism and hospitality are at the heart of this place we call home, and Experience Kissimmee is proud to have helped guests plan memorable vacations for more than 40 years. As our destination continues to grow, we're excited to continue sharing the Kissimmee story around the world.

As the official tourism authority for Osceola County, Florida, Experience Kissimmee works closely with our community to inspire visitation to our sunny destination. With all the incredible things to do and see here, visitors can find the perfect balance of vacation thrill and chill.

To maximize visitation to the destination, Experience Kissimmee focuses our marketing efforts toward domestic and international travel as well as sports and meeting sales. This way, we're able to inspire travel for leisure, business, and sports groups.

Mission

Create economic opportunity for our community by driving visitation to the destination.

Vision

Be the trailblazer in destination marketing by promoting Kissimmee and Central Florida's tourism experiences to the world.

Strategic Objectives

This is the final year of the three-year strategic plan for 2020-2022. Let's take a look at the four objectives that continue to be the waterway map for our organization.

1

Visitation

Implement targeted programs that impact visitation and outpace comparable markets.

2

Brand Awareness

Continue to grow and strengthen brand awareness among Experience Kissimmee's community, partners, and visitors.

3

Advocacy

Increase community advocacy for tourism and Experience Kissimmee through greater visibility, engagement, and awareness.

4

Organization

Ensure Experience Kissimmee's long-term sustainability and relevance through continued innovation.



Revenue & Expenses

Earnings Revenue & Support

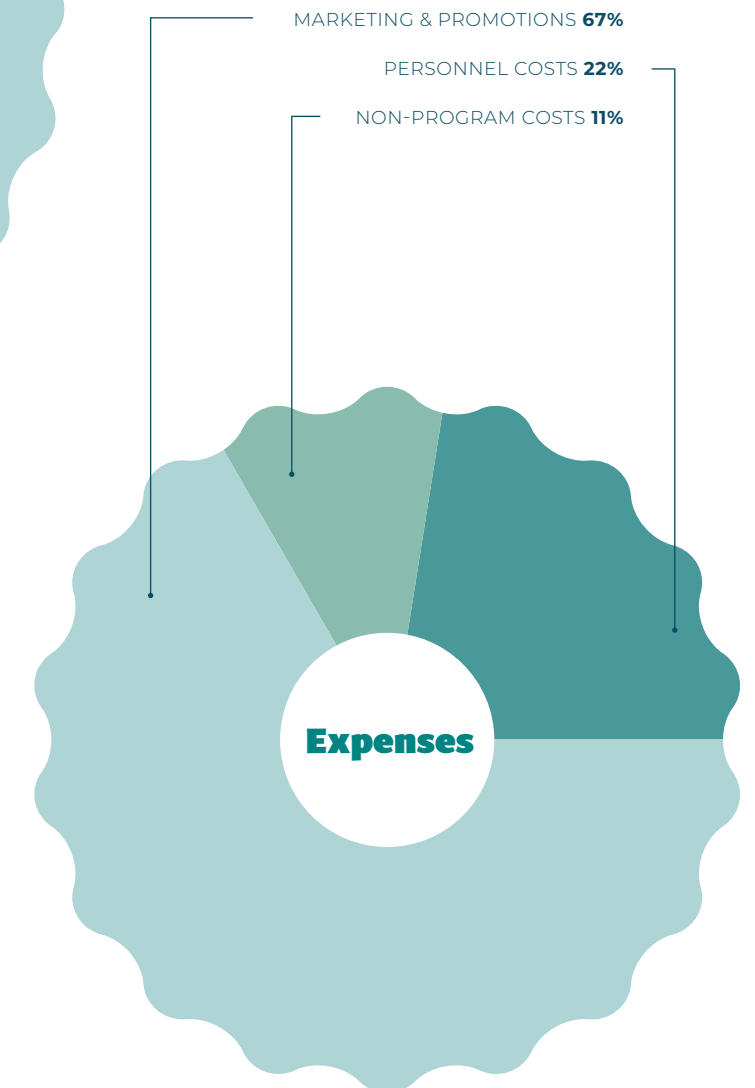
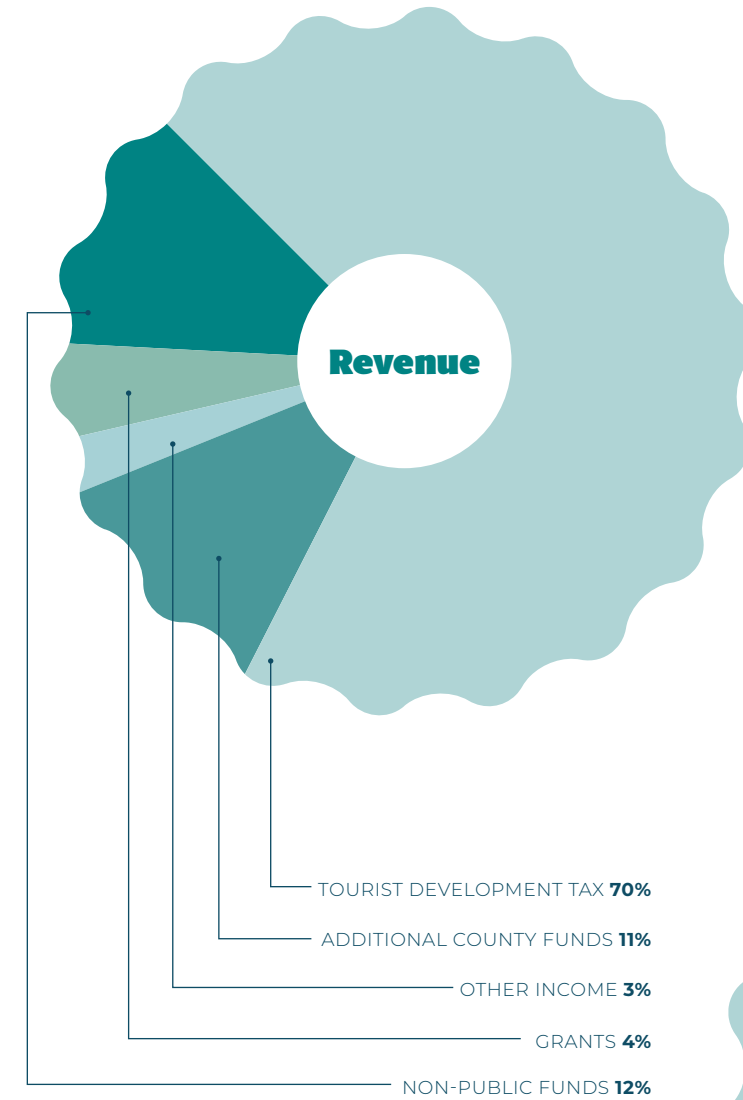
Income Oct'21 - Sept'22

PUBLIC FUNDS	
TOURIST DEVELOPMENT TAX	18,607,699
ADDITIONAL COUNTY FUNDS*	3,000,000
OTHER INCOME	669,858
PUBLIC GRANTS	1,183,779
TOTAL PUBLIC FUNDS	23,461,335
NON-PUBLIC FUNDS	3,078,965
Total Income	26,540,300
Gross Profit	26,540,300

Annual Expenses

Expenses	
PERSONNEL COSTS	5,286,263
MARKETING & PROMOTIONS	15,808,615
NON-PROGRAM COSTS	2,609,596
Total Expenses	23,704,474
Net Ordinary Income	2,835,826
Other Income/Expense	(95,268)
Increase (Decrease) Net Assets	2,740,558

* COVID-Related Funds



Destination by the Numbers

October 2021 — September 2022

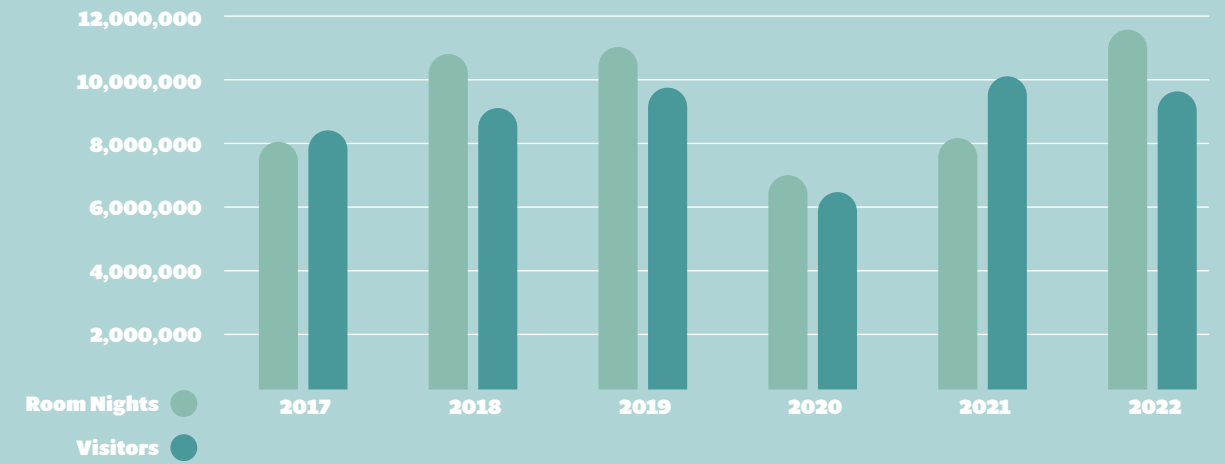
Overnight Visitors to
Osceola County

9M

Annual Tourist Development
Tax Collections

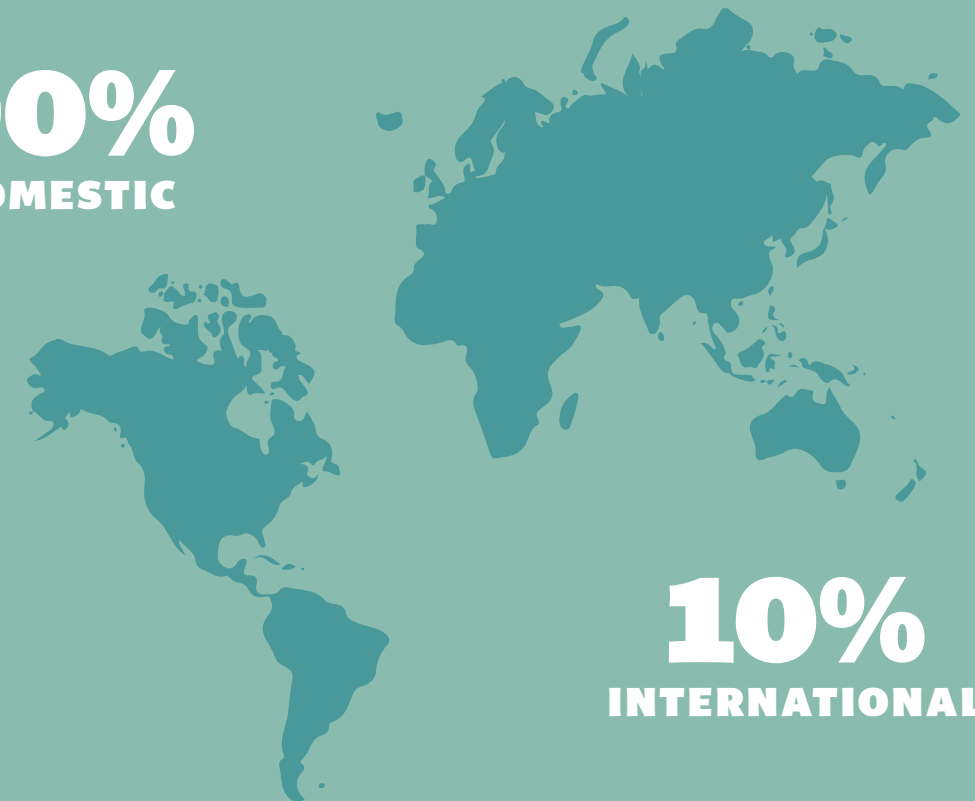
\$76.6M

Source: Osceola County Tax Collector



Sources: STR; AirDNA

90%
DOMESTIC



Source: COAA

10%
INTERNATIONAL

Water Under the Bridge

LOOK BACK

Before heading down the long waters, let's look back at how our organization stayed afloat from October 2020 through February 2021.

With TDT Bed Tax Collections being \$76.6 million, the pent-up travel demand from the pandemic was everything, and more, than we expected. Plus, with several new theme park attractions, restaurant locations, accommodation guest room expansions, and meeting space additions, our sunny destination continued to grow and keep up with the demand.

We weren't fish out of water; we continued to thrive and expand.



Media Relations

The Media Relations team continues to organically pitch media and build relationships with others from across the globe. The projected goals set were just a drop in the bucket compared to how the year turned out.

511

Media Placements

11 above goal

400M

Impressions

15% increase YOY

\$3M

Estimated Media Value

20% increase YOY



Key Moments

- ▶ The annual impression goal was 250M, and the team delivered **400M**.
- ▶ To bring joy during the holidays, the team delivered **100 Gingerbread Vacation Homes** to select Industry Partners, travel agents, and media. The custom kit included Kissimmee-related props and cutouts to add a touch of sunshine to the holiday tradition. Additionally, they conducted a social media sweepstakes and networking event to promote awareness of Kissimmee as the Vacation Home Capital of the World®.
- ▶ The team hosted 21 journalists over two days at the **Pre-IPW Global Media FAM**. These reporters and journalists represented at least five countries and delivered several follow-up stories.

2.5M

Web Sessions
22% increase YOY

4.4M

Pageviews
7% increase YOY

3.2K

Meetings Referrals
34% increase YOY

213K

Partner Referrals
13% increase YOY

2.5M

Partner Listing Views
22% increase YOY

Interactive Media

The Interactive Media team gathers incredible content both internally and externally to tell the Kissimmee story in multiple media. From engaging with our target audiences to maximizing our social impact, the team glistened the past fiscal year.

Key Moments

- ▶ Experience Kissimmee's social media profiles surpassed a total of **1.5M followers**, generating an engagement of more than 3M (+40% of goal) by the end of the year.
- ▶ Email newsletter subscribers increased by more than 20K, now totaling more than **80K**.
- ▶ The content creators hosted by the team generated more than **\$10M in EMVOI** (estimated media value of investment).
- ▶ The Peppa Pig TikTok video reached more than **10M views**, our highest performing TikTok to date.



Gold Stevie
“Most Innovative”
TikTok Channel

Gold Stevie
“Most Innovative”
Instagram Feed

Gold Stevie
“Most Innovative”
Facebook Page

Meeting Sales & Services

The Meeting Sales & Services team provides planning support from start to finish, as well as drives awareness to the destination as a key meeting location through building relationships with meeting professionals and Industry Partners.

Key Moments

- ▶ The Meeting Sales team booked **223K contracted room nights** through the It Pays to Meet in Kissimmee incentive for meetings taking place in 2023 through 2030.
- ▶ The team held a first of its kind in-person and virtual **charity competition** at TopGolf Orlando. This event included partnering with Experience Scottsdale, third-party partner HelmsBriscoe, and hotel partners on both coasts. Experience Kissimmee's selected beneficiary charity was Help Now Osceola, operating an emergency safe shelter for victims of domestic violence.
- ▶ EK hosted a unique sales networking event with four meeting hotel partners in Tallahassee for key meeting planners for an **interactive culinary experience**.
- ▶ EK joined five other DMO/CVBs from across the country to host a **VIP luncheon** at a historic venue in Washington, D.C. for 30 planners from the Mid-Atlantic area.

1.6K

Leads

40% increase YOY

374K

Contracted Room Nights

85% increase YOY from 298 definite meetings

86%

Room Nights

contracted through It Pays to Meet in Kissimmee meeting incentive

\$93.5M

Economic Impact

generated for Osceola County by meetings in 2022

Source: Simpleview

Kissimmee Sports Commission

The Kissimmee Sports Commission is an integral part of Experience Kissimmee to ensure relationships with sporting event rights holders are enhanced and lasting.

Key Moments

- ▶ In the same fiscal year, the team hosted the **USA BMX Nationals** (October 2021) and **USA BMX State Championships** (May 2022) at St. Cloud BMX.
- ▶ The **Special Olympics USA Games** streamed on ESPN in June 2022 and featured more than 4,500 athletes from all 50 states and the Caribbean.
- ▶ In September 2022, the team kicked off the first year of a five-year partnership with **JOOLA Global Table Tennis Championships** at Gaylord Palms Resort & Convention Center, featuring pickleball as well.

315K

Room Nights

81K

Total Participants

159K

Spectators

71

Total Events



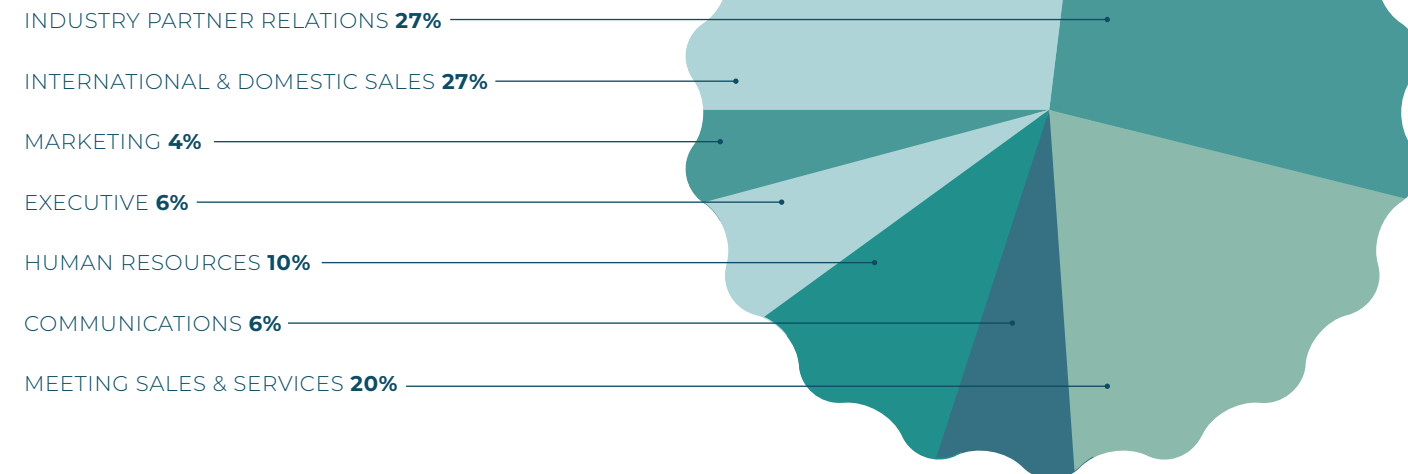
Florida Sports Foundation Summit's Best Awarded Event of the Year

Kissimmee Sports/Special Olympics USA Games

Industry Partner Relations & Event Management

Industry Partners are the heartbeat of our organization, and the Industry Partner Relations & Event Management teams do an outstanding job connecting with and introducing those partners to incredible opportunities for enhancing marketing efforts and visibility.

Events by Department



81

New Partners
33% increase YOY

\$234K

Advertising Sales Programs Secured
67% increase YOY

99%

Retention Rate

25

Partners Showcased Through Partner Spotlight and Site Visits

Key Moments

- ▶ More than **1,000 partners engaged** with EK through more than 20 virtual and in-person partner events.
- ▶ The Event Management team successfully executed **71 programs for FY21-22.**
- ▶ EK events have become increasingly popular, from networking breakfasts to quarterly partner updates. These events consistently **sell out within hours** of going live with lengthy wait lists.
- ▶ Over **100 partners participated** in a series of educational sessions on diverse topics, such as social media and marketing strategy for small businesses, as well as equipping them with key industry research to aid in enhancing their business traffic.
- ▶ The IPR & Event Management teams still raised over **\$21K benefiting Hope Partnership** by restructuring the sponsorship opportunities and collecting raffle donations from partners.
- ▶ EK's internal **Customer Relations Management** database shifted to the Industry Partner Relations team to maximize support for our partners with benefit tracking and PartnerNet.

International & Domestic Sales

International travel continues to trend upward and with the efforts of the International & Domestic Sales team, Kissimmee is seeing more and more visitation.

Key Moments

- ▶ In October 2021, the team hosted the in-destination trade show **Explore Kissimmee Fall Marketplace**, the first DMO to do so post pandemic, bringing in 18 U.S.-based clients. A total of 360 appointments were held on the show floor, followed by site inspections featuring 10 accommodation partners including hotels, resorts, and vacation homes.
- ▶ The **2022 Mexico Mission** was the first time EK partnered with Visit Orlando on a joint sales mission with 11 EK partners. The team handled over 630 appointments, trained 220 agents, and generated 1.9M impressions with a total of \$32K media value.



82

Tradeshows and Events Attended

30

FAMs Hosted

6K

Agents Trained Worldwide



33 co-op campaigns in nine international markets generated:

\$3.4M

Room Night Revenue

\$621K

In-Kind Revenue

32M

Impressions

3

Podcasts Featuring
Impactulator

100%

FY20-22 KPI
Targets Achieved

Business Applications & Insights

The Business Applications & Insights team spearheads the Strategic Plan and implements innovative ways our teams stay connected.

Key Moments

- ▶ **New FY23-25 Strategic Plan:** After wrapping up the previous Strategic Plan, the team spent nine months developing the next three-year plan, including buy-in from the industry and community, building goals and initiatives at all levels of the organization, and communicating the new plan to key stakeholders and partners.
- ▶ Experience Kissimmee's proprietary software, **Impactulator**, was showcased on several podcast episodes including Destination Marketing Podcast, Destination on the Left, and Simpleview's The Layover. It was also featured in The Travel Vertical online newsletter.
- ▶ For continued **telecommuting success**, the team invested in VPN, Wi-Fi access, and internet bandwidth upgrades.
- ▶ To achieve greater visibility into visitor spending, destination traffic patterns, and other data, a **new internal data aggregation and visualization platform** was launched that will be used to fuel sophisticated marketing and sales programs.

Marketing

The Experience Kissimmee Marketing team is the stern of the organization. Behind the scenes or in front of the camera, the team creates paid and unpaid media to drive brand awareness and recognition.

Key Moments

- ▶ In April of 2022, the team launched a **Hispanic Marketing campaign** in partnership with Univision in Miami and Beasley 92.5 in Tampa. The campaign included television, digital ads, social media, search ads, sweepstakes, radio, and digital audio, and it generated more than 2M impressions for the campaign.
- ▶ The dedicated **Vacation Home Campaign** in summer of 2022 generated more than 76M campaign impressions (11M above the original proposal), included more than \$25K in added value for additional media, and beat the national completion rate average for multiple tactics.
- ▶ **A New Search campaign** in Canada and the UK in September 2022 functioned as a test for each market, generating an average click-through rate of 4.69% which is above industry average, to the EK website.

377M

Campaign Impressions

135% increase over goal

168M

**Impressions
(Combined Florida
Shoulder Season
Campaigns)**

180% increase over goal

19K

Newsletter Opt-Ins

18% increase over goal



**HSMAI Silver
Adrian Award**

Florida Summer Shoulder
Season Campaign

**HSMAI Bronze
Adrian Award**

Destination Arrival Prediction Leads
to Lower CPA for DMO Experience
Kissimmee Post +42% Increase in
Partner Referrals

HSMAI: Hospitality Sales and Marketing
Association International

Uncharted Waters Ahead

LOOK AHEAD

We're pushing through the waters, and our teams already have some incredible things underway.

Let's dive in!



Media Relations

- ▶ Develop and launch the **Kissimmee Birding Club**, an online birding trail for locals and consumers, including marketing tactics such as digital media, photography, social media, public relations, and more.
- ▶ Spearhead corporate messaging to support partners with **sustainability and accessibility efforts**.
- ▶ Execute **satellite media tour (SMT)** with Emily Kaufman, “The Travel Mom”.

Interactive Media

- ▶ Launch **newly designed website** featuring streamlined usability, interactivity, improved navigation, and a new creative look.
- ▶ Partner with **four Latin celebrities** to create a digital series showcasing their visit to the destination, capitalizing on their social audiences for extended visibility, to launch during Hispanic Heritage Month.
- ▶ Contract at least **six local content creators** as guest contributors on EK’s social platforms to create unique content through their individual lens.



Meeting Sales

- ▶ Initiate new sustainability component to the It Pays to Meet in Kissimmee meeting incentive, involving meetings that pre-qualify to also compensate a portion of CO2 emissions by **Trees4Travel** planting trees for every actualized paid room night.
- ▶ Brainstorm and launch **new Meetings subsite** with engaging content in partnership with the Interactive Media and Brand & Content Studio teams.
- ▶ Host **local planners and meeting hotel partners** for a networking event at SeaWorld's Seven Seas Food Festival in April 2023.
- ▶ Provide 16 continuing education credits with the **Meeting Planner Mastermind** program for 30 meeting professionals from across the country and hosting additional site visits and experiences throughout the event in Kissimmee.
- ▶ Network with Northeastern meeting professionals at the **25th Annual MPI New Jersey Golf Tournament**.
- ▶ Attend **LamontCo's Associate Xchange Summit** in June 2023 to network with meeting professionals and expand our current partnership.



Kissimmee Sports Commission

- ▶ Host **Major League Fishing College National Championships** in February 2023, airing on CBS Sports.
- ▶ Host **Bass Pro Tour** in February 2023, airing on the Discovery Channel.
- ▶ Host **Under Armor Youth Golf National Championships** in June 2023, the first time Reunion Resort has hosted this event.
- ▶ Explore, negotiate, and execute additional **unique strategic partnerships** on behalf of EK.



Experience Kissimmee is now the official travel destination of the NFL UK. The three-year partnership was announced September 2022.

- ▶ Marketing exposure showcasing EK as a **family-oriented destination** to UK fans and travelers.
- ▶ EK is the **presenting partner** of the rapidly growing flag football sport, reaching 30K student athletes.
- ▶ Games are played in the fall at **Wembley and Tottenham Stadiums**.



Industry Partner Relations & Event Management

- ▶ Develop new and **unique programs** for partners, such as web advertising on the newly launched website.
- ▶ Launch **new events and experiences** to provide more opportunities for partner engagement and networking as the destination continues to evolve.

International & Domestic Sales

- ▶ Assist in **restoring travel trade relationships** by bringing affordable trade show and sales mission opportunities to EK partners, such as a Canada Sales Mission (October 2022), Florida Huddle (February 2023), IPW (May 2023), and a Brazil Sales Mission (August 2023).
- ▶ Increase room nights, visitation, and economic impact to the destination by targeting the strongest markets of our trusted co-op partners, such as **Expedia and Hotelbeds** (multi-market campaigns running October 2022 through September 2023).
- ▶ Work with **new and existing trade partners** to identify emerging markets, strategically target new business opportunities, and increase visitation.

Business Applications & Insights

- ▶ Partner with U.S. Travel Sustainable Travel Coalition, B Tourism, Trees4Travel, and other organizations to understand, reduce, and **offset the negative environmental impacts** of travel.
- ▶ Engage the **Vacation Home Research Task Force** to outline specific needs and establish a plan for reporting and analysis of the vacation rental market in Osceola County and destination at large.

Marketing

- ▶ Launch a new consumer **advertising campaign** in 2023: Kissimmee, The Big, Bold Heart of Florida.
- ▶ Execute **Kissimmee Land** brand activation in Tampa and St. Pete, including five Industry Partners allowing visitors to roll the dice, win prizes, and explore the Vacation Home Capital of the World®.
- ▶ Launch a **large-scale co-op** with VRBO and VISIT FLORIDA, the first of its kind, to highlight the uniqueness of Kissimmee's vacation homes.
- ▶ Launch **The Kissimmee Experience**, a 10-part episodic video series about the wonder and diversity of our destination. Each episode is produced in-house and shares the story of partners throughout Kissimmee.



Wow, we've really blown it out of the water this year!

Like the long waters, Experience Kissimmee is always changing and flowing. Instead of watching the ripples, we're making waves in our destination with milestones, awards, and innovation for the future.

Our teams here at Experience Kissimmee work together in creating a cohesive message to our visitors and Industry Partners.

To all our new and seasoned partners, thank you for the support and excitement we've shared this past year. We'll continue full steam ahead to inspire others to visit our sunny destination Kissimmee, the Big, Bold Heart of Florida.

