

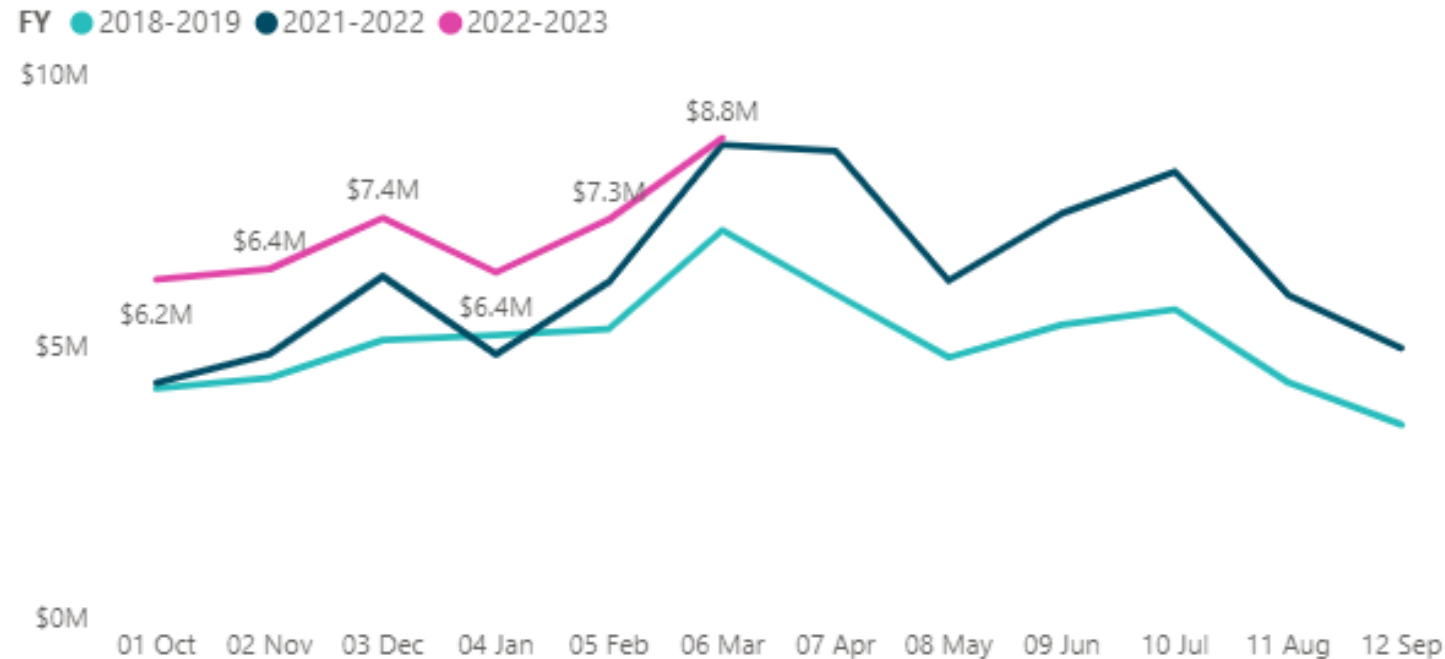


# Board of Directors Meeting

May 2023

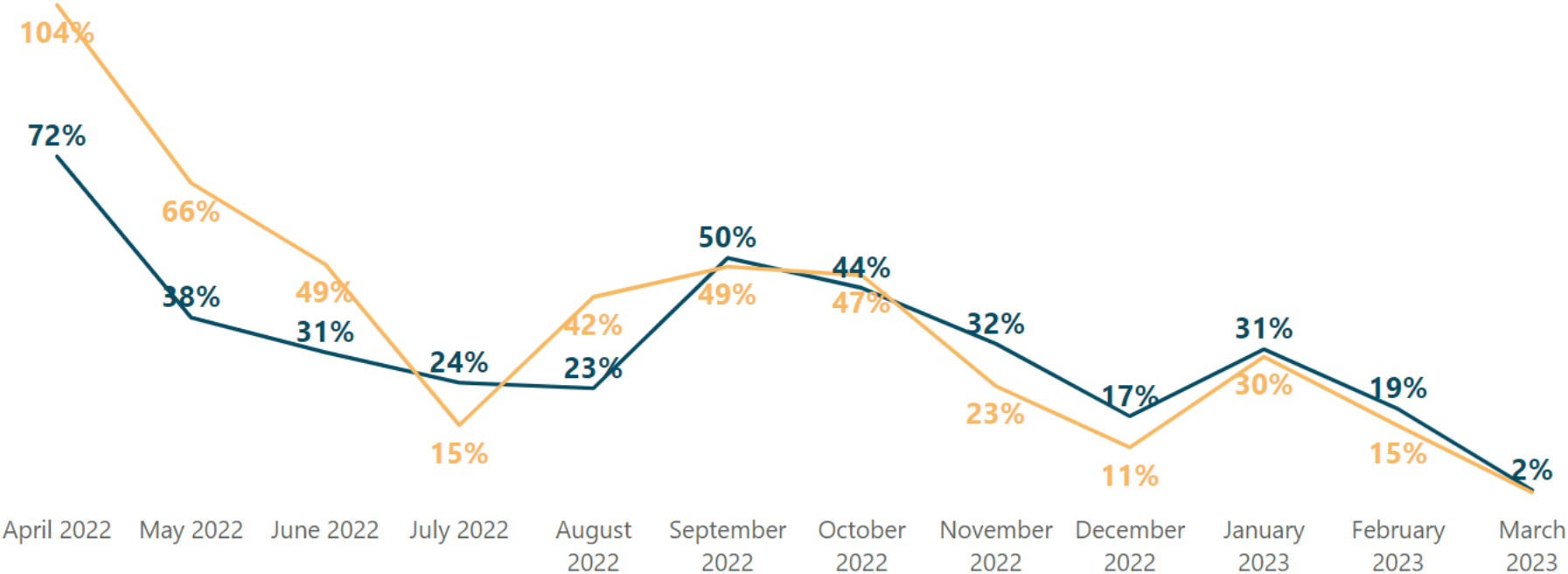
# President & CEO Report

# By the Numbers: TDT Collections

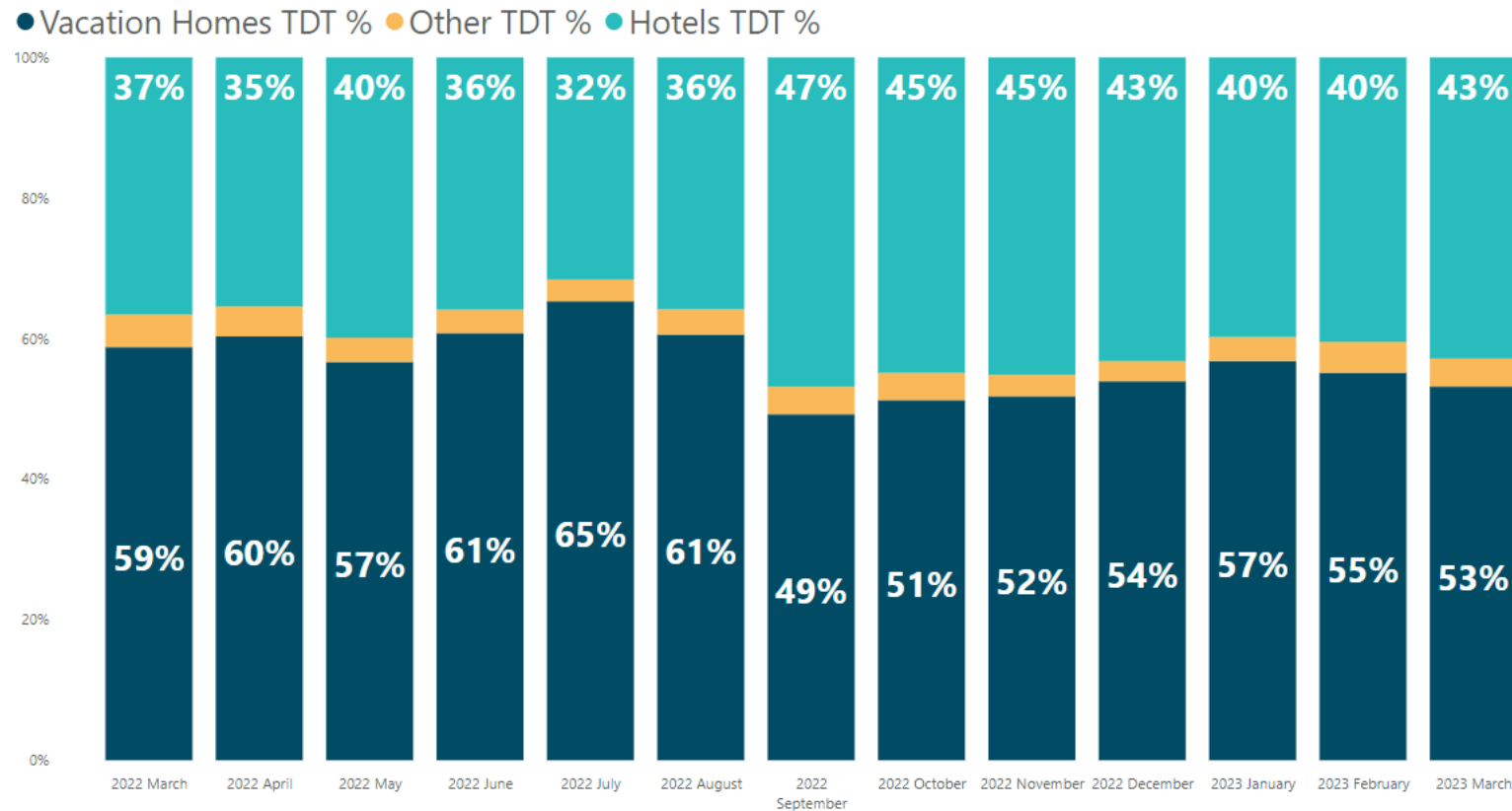


March TDT was 2% higher vs. 2022 at \$8.8 million

# YOY TDT Growth Osceola and Orange County



# By the Numbers: TDT Breakdown



# TDT and Revenue Last 12 Months

	TDT	Revenue
Hotels	\$33.4M	\$557,176,467
Vacation Homes	\$47.5M	\$791,689,984
Campgrounds, RV Parks	\$3M	\$50,572,858
<b>TOTAL</b>	<b>\$84M</b>	<b>\$1,399,439,309</b>

# By the Numbers: Lodging

March	Hotel/Motel	Δ vs. 2022	Vacation Homes	Δ vs. 2022
Occupancy	78%	+1%	68%	-11%
ADR	\$169	+25%	\$306	-7%
RevPAR	\$131	+26%	\$193	-18%

Sources: STR, KeyData

# March Vacation Home Stats

March	Key Data	AirDNA
Occupancy	47%	
Adjusted Paid & Owner Occupancy	68%	
OTA Occupancy	73%	74%
ADR	\$306	\$360
RevPAR	\$193	\$267
Revenue - TDT Correlation	.95	.87

Sources: KeyData, AirDNA



# By the Numbers: Partner Investments

PPP Loan & ARPA included

	October - March FY 22/23	April FY 22/23	YTD Total FY 22/23	YTD Total FY 21/22
Revenue	\$305,457	\$65,735	\$371,192	\$2,833,109
In-Kind	\$232,736	\$76,626	\$309,362	\$98,019
Co-op Marketing	\$703,244	\$7,125	\$710,369	\$946,697
Non-Public Funds			\$1,390,923	\$3,877,825

Last Year YTD Revenue Includes:

\$745,875 for the PPP Loan

\$1,890,783 for the ARPA Campaign

# By the Numbers: Partner Investments

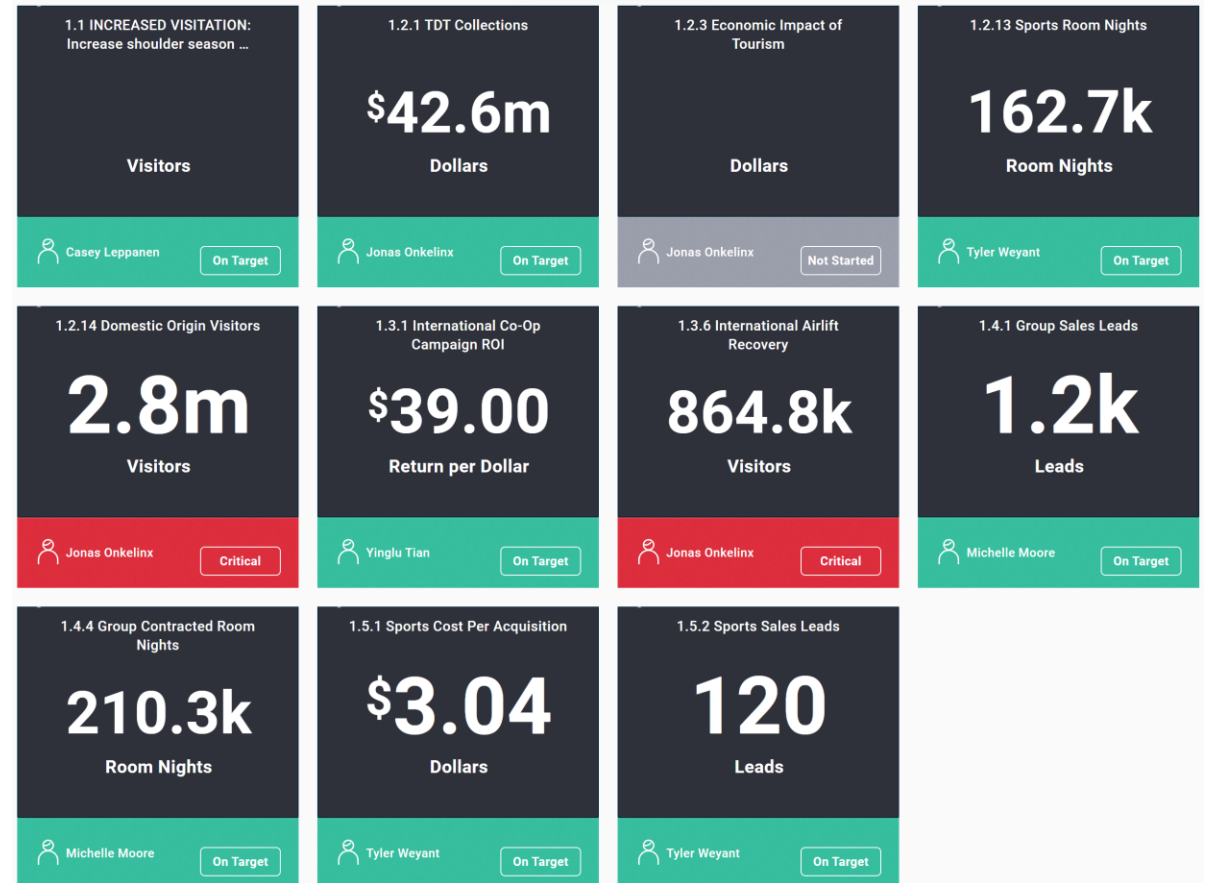
PPP Loan & ARPA excluded

	October – March FY 22/23	April FY 22/23	YTD Total FY 22/23	YTD Total FY 21/22
Revenue	\$305,457	\$65,735	\$371,192	\$195,451
In-Kind	\$232,736	\$76,626	\$309,362	\$98,019
Co-op Marketing	\$703,244	\$7,125	\$710,369	\$946,697
Non-Public Funds			\$1,390,923	\$1,240,167

# Strategic Plan

# Strategic Plan: Visitation

Updated May 16, 2023



# Visitation

## Detail: 1.2.1 TDT Collections

Updated May 16, 2023

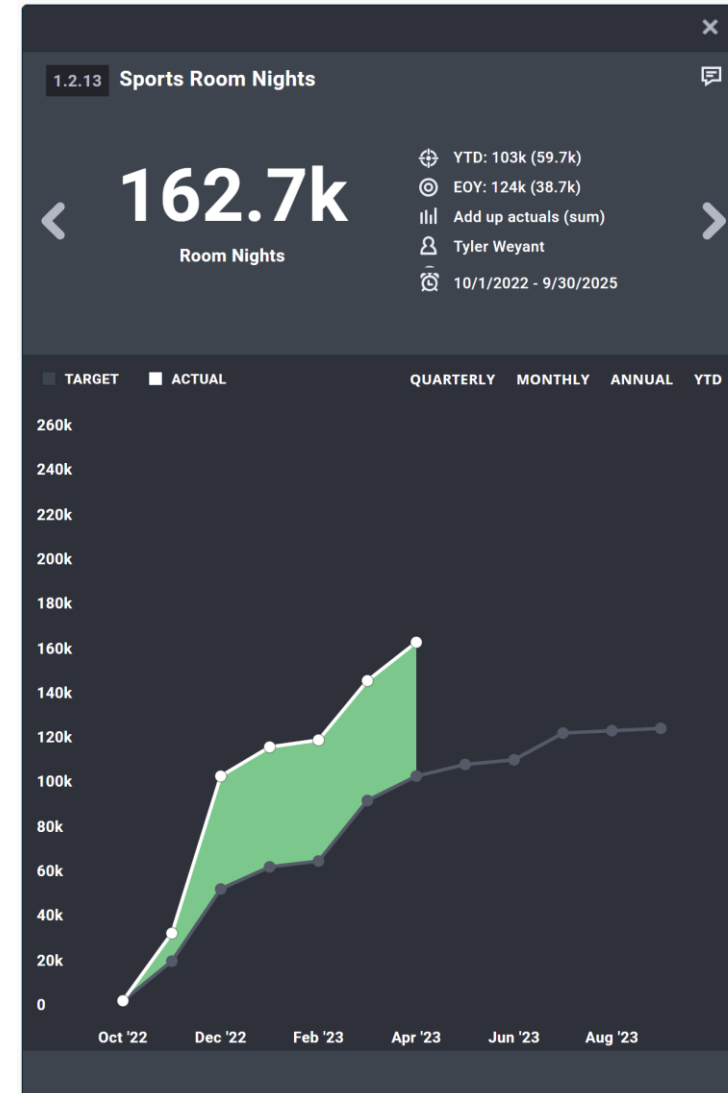


# Visitation

Detail: 1.2.13

Sports Room Nights

Updated May 16, 2023

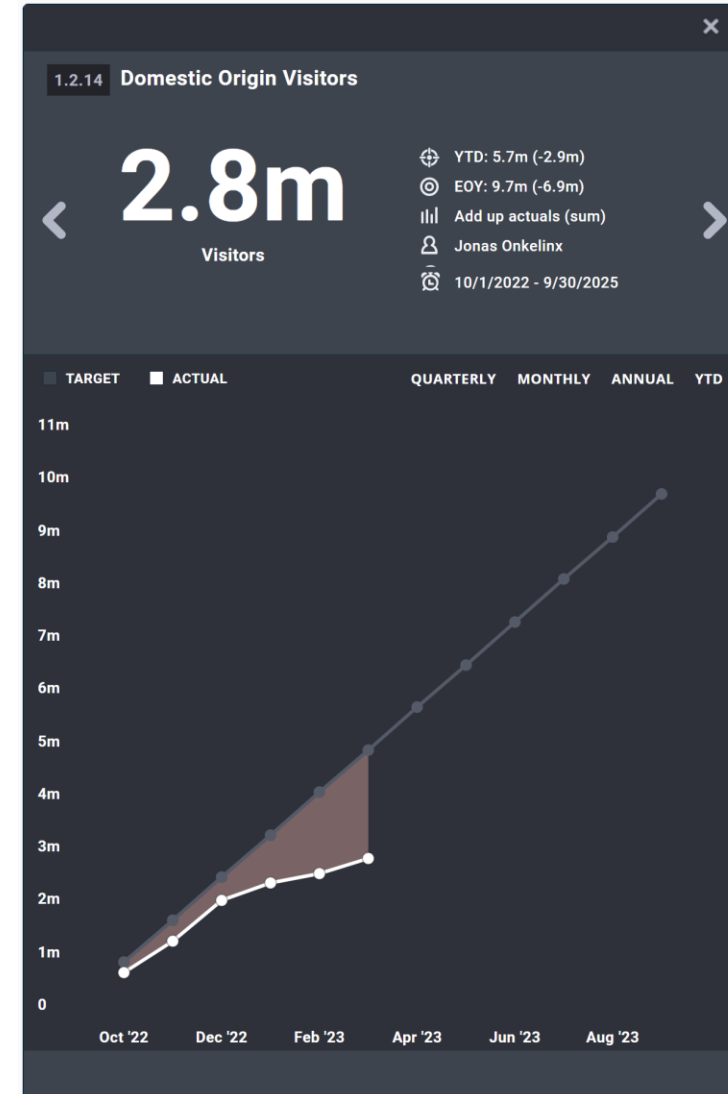


# Visitation

Detail: 1.2.14

## Domestic Origin Visitors

Updated May 16, 2023



# Visitation

## Detail: 1.4.4

## Group Contracted Room Nights

Updated May 10, 2023





# Strategic Plan: Brand Awareness



Updated May 10, 2023

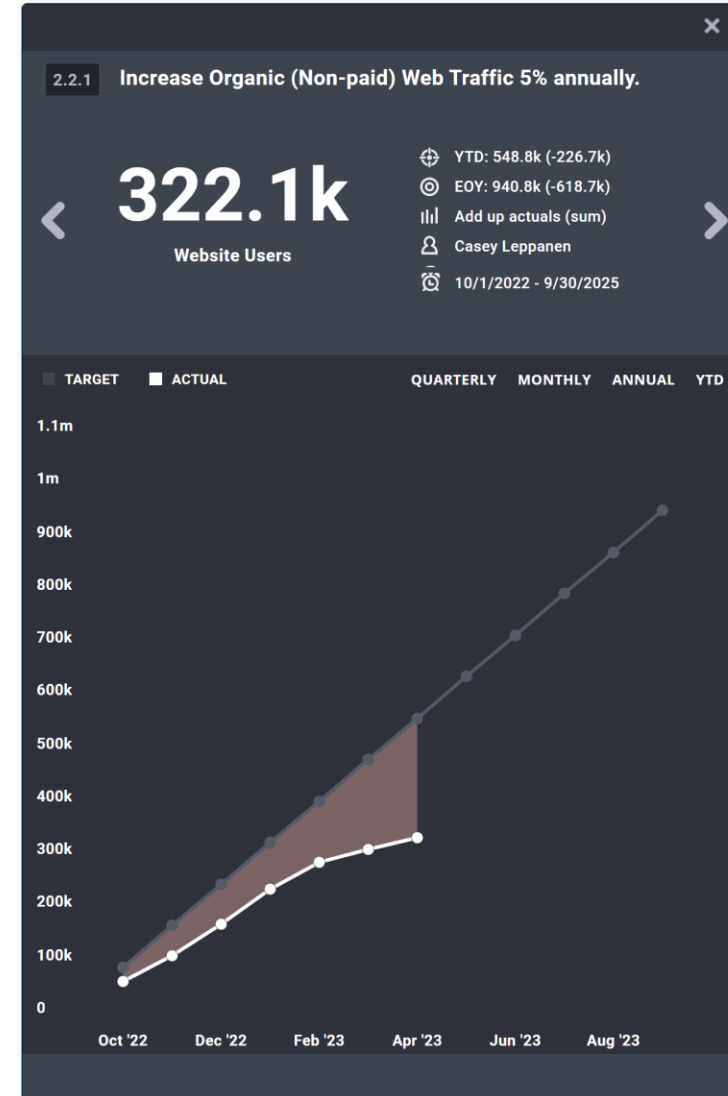
# Brand Awareness

## Detail: 2.2.1

### Organic (Non-Paid) Web Traffic

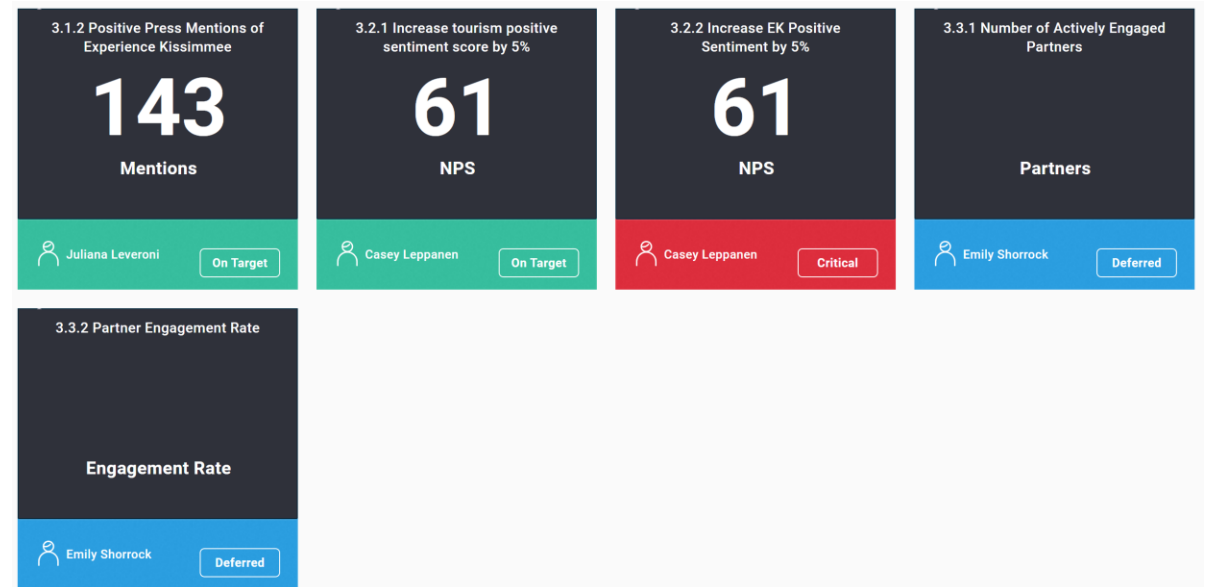
NOTE: Exploring broadening scope of “organic” to include certain social sites that exhibit search-like behavior

Updated May 10, 2023



# Strategic Plan: Community Engagement

Updated May 16, 2023

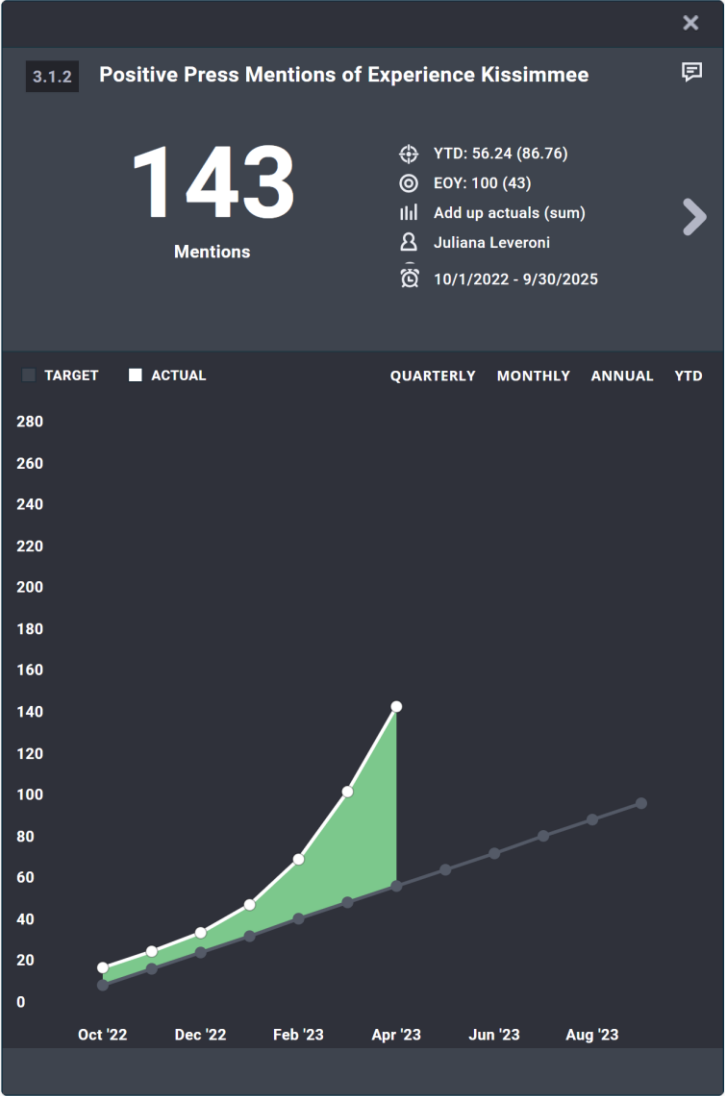


# Community Engagement

Detail: 3.1.2

Positive Press Mentions of Experience Kissimmee

Updated May 10, 2023



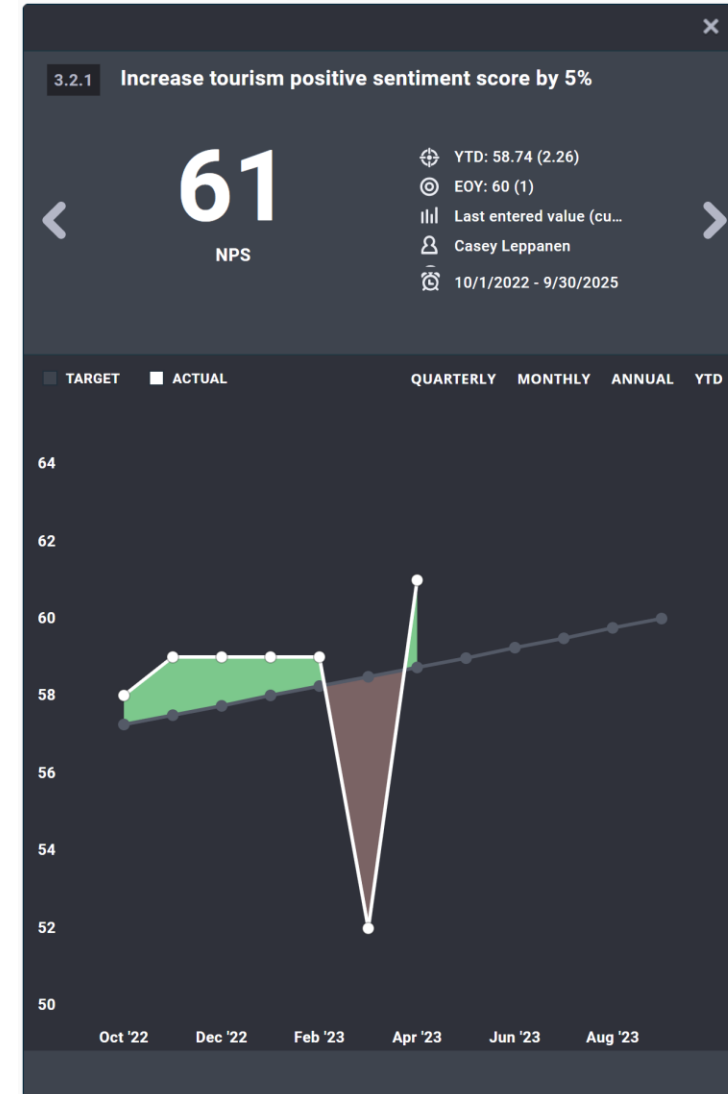
# Community Engagement

## Detail: 3.1.2

## Tourism Positive Sentiment

NOTE: Recommend deferring KPI until a more reliable sentiment metric can be implemented

Updated May 16, 2023



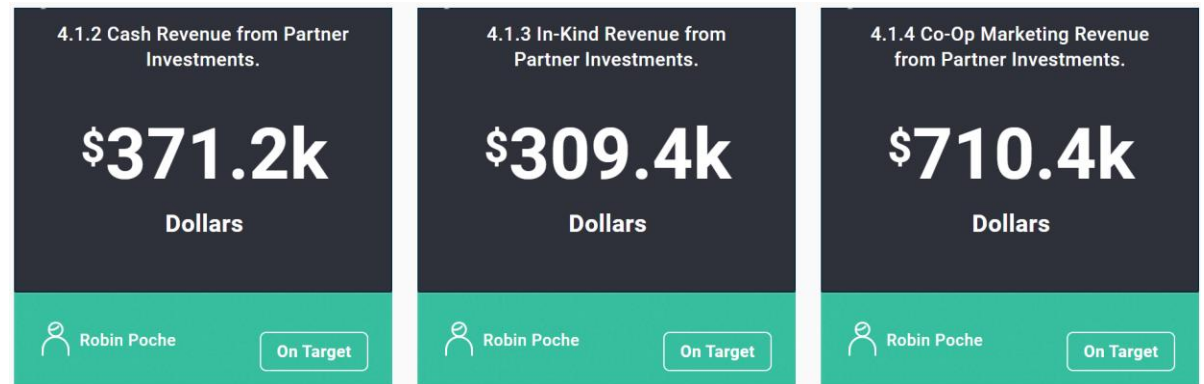
# Community Engagement

## Detail: 3.2.2 EK Positive Sentiment

Updated May 16, 2023



# Strategic Plan: Organization Sustainability



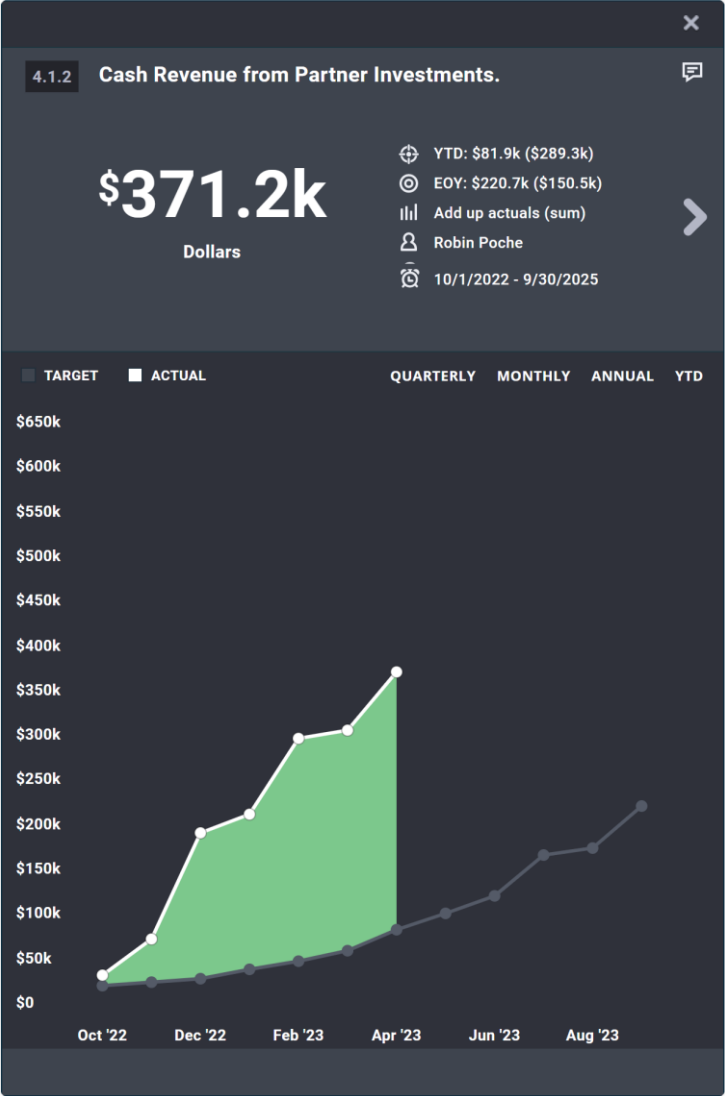
Updated May 10, 2023

# Organization Sustainability

Detail: 4.1.2

Cash Revenue from Partner Investments

Updated May 10, 2023



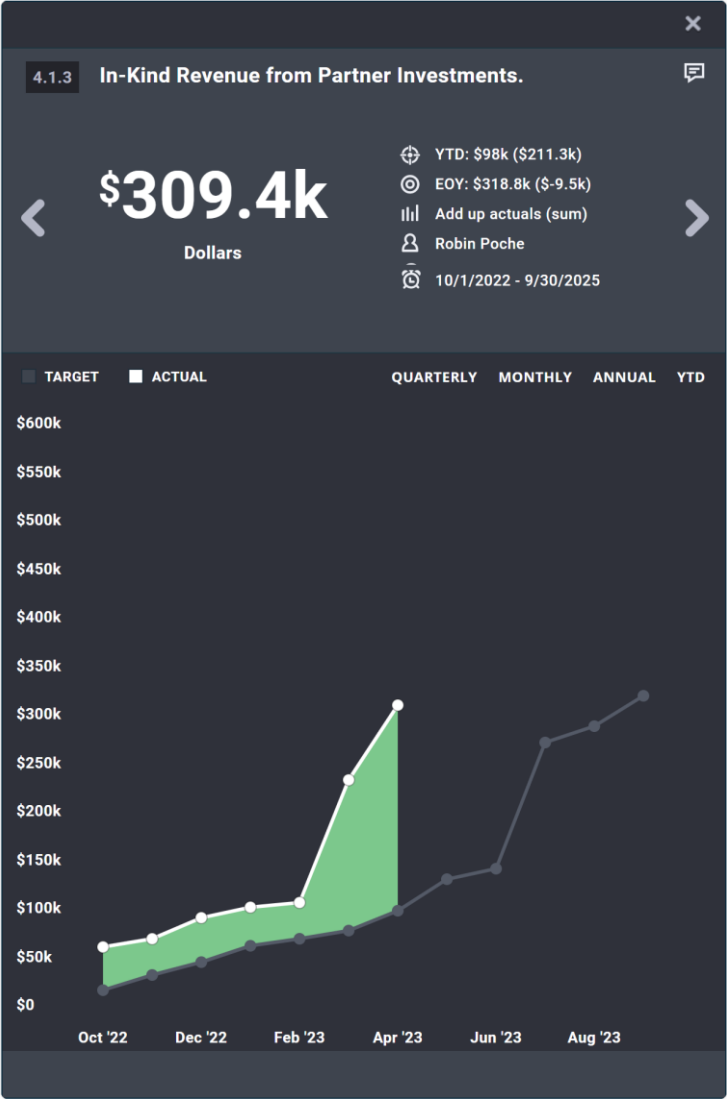


# Organization Sustainability

Detail: 4.1.3

In-Kind Revenue from Partner Investments

Updated May 10, 2023

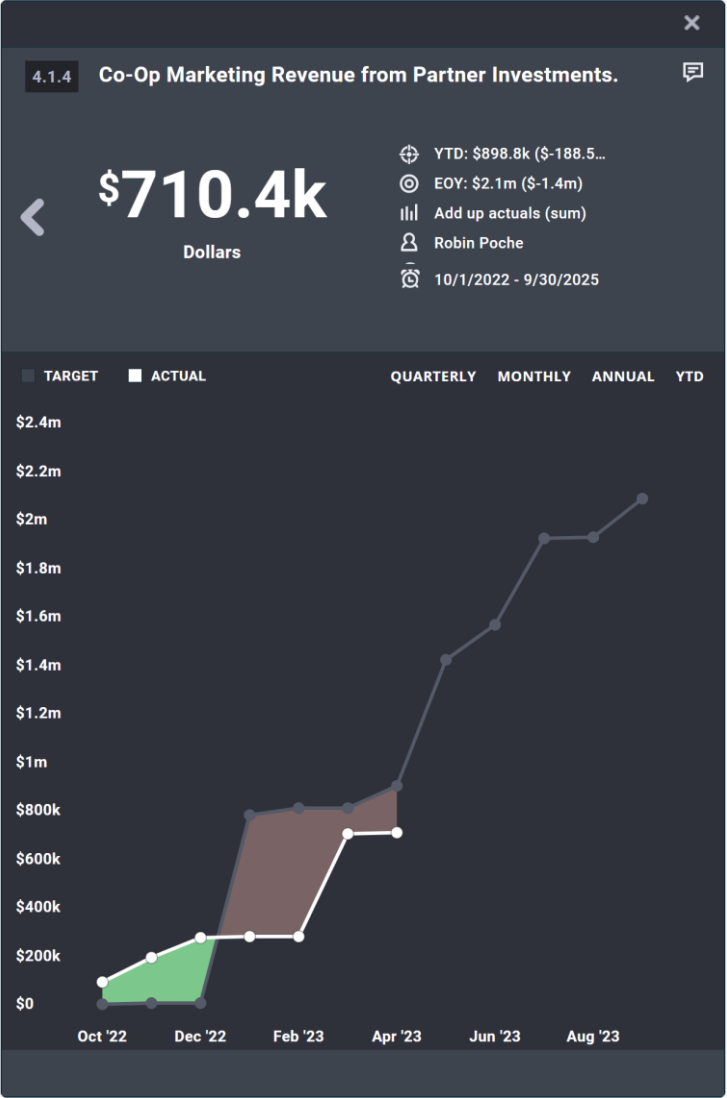


# Organization Sustainability

Detail: 4.1.4

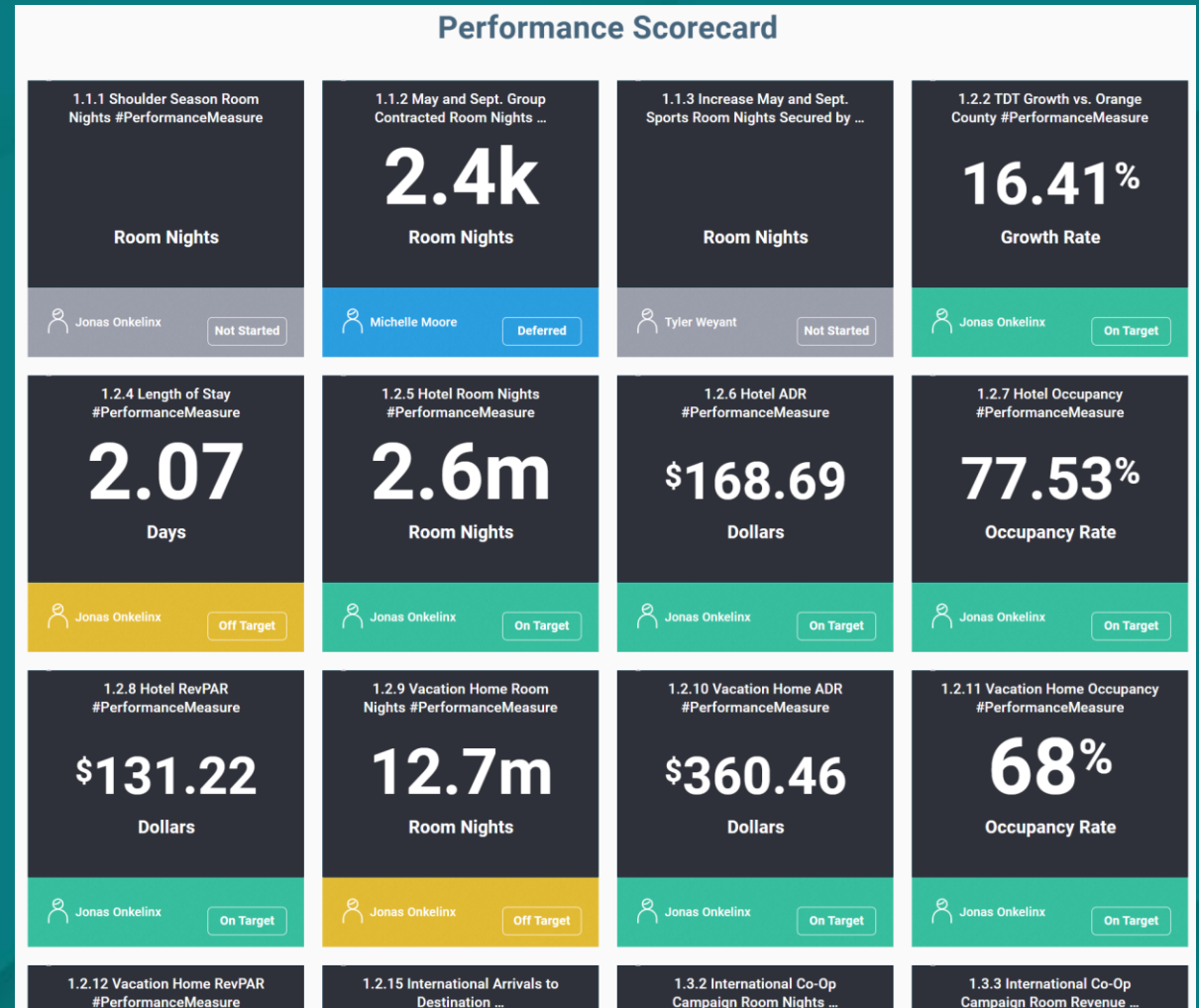
## Co-Op Marketing Revenue from Partner Investments

Updated May 10, 2023



# Quarterly Performance Scorecard

<https://kissimm.ee/fy23q2sp>



# Guiding Principles

## Recent Activity and Highlights

### Sustainability

- Trees4Travel Expansion (Media Mentions)

### Diversity, Equity, Inclusion, and Accessibility

- Accessibility Framework

### Partnerships

- U.S. Travel: Destination Capitol Hill
- GOAA Strategic Plan Workshop
- Tourism Safety Coalition

# Marketing & Brand Strategy

# Spring Campaign

**Launch: Jan. 16, 2023**

**(Performance through April 30, 2023)**

- Impressions: 87M
- Click to site: 661K
- Engagement rate: 25%
- Partner Referrals: 76K
  - 5K per week average

## **Media:**

- Video (Living Room & Online Experience)
- Programmatic Audio
- Native Ads
- Programmatic Display
- Digital Billboards
- Google/Microsoft Search
- Facebook/Instagram/Pinterest
- TikTok
- Nativio Articles & Native Stories





# Spring Campaign

## Overall Performance

(Performance through April 30, 2023)

Digital media engagement rate: 25%

Social Media: Meta/Pinterest/TikTok

- CTR of 1.03%

## Search

- CPC: \$0.29 (\$1.53 benchmark)
- CTR: 10% (4.68% benchmark)

**Across all our media efforts, we are seeing different markets pop with each media channel:**

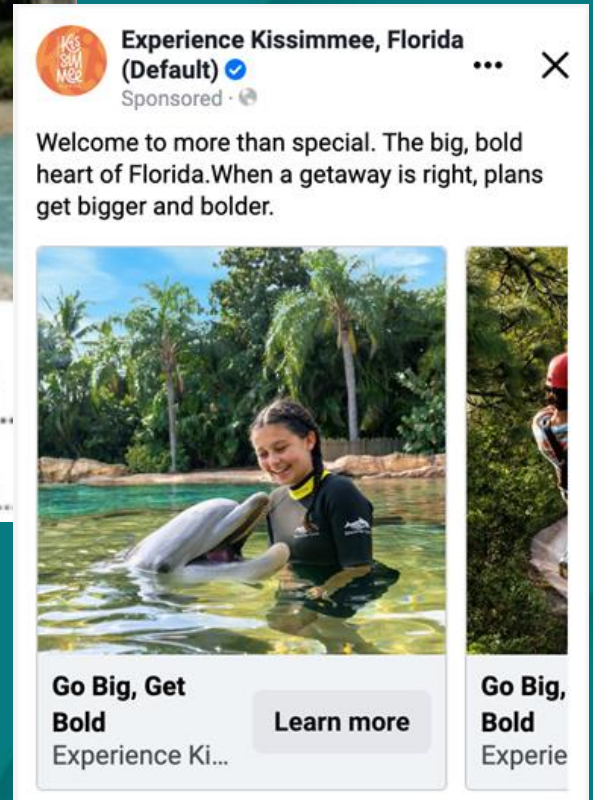
- Digital efforts resonate especially well in Boston, Philadelphia, Baltimore, and Cleveland
- Social efforts resonate especially well in Jacksonville, Dallas-Ft. Worth, Kansas City, Washington DC, and Detroit
- All local markets show high levels of performance across all tactics due to the proximity



Experience Kissimmee. Welcome to the big, bold heart...



Promoted by Experience Kissi...



# Website Updates (April)

## Pageviews: 342,018

- 8% up M/M
- 13% up Y/Y

## Sessions: 225,111

- 10% up M/M
- 34% up Y/Y

## Email Signups: 475

- 7% down M/M
- 74% up Y/Y

## Partner Listing Views: 224,718

- 10% up M/M
- 36% up Y/Y

## Deals and Discounts: 6,221

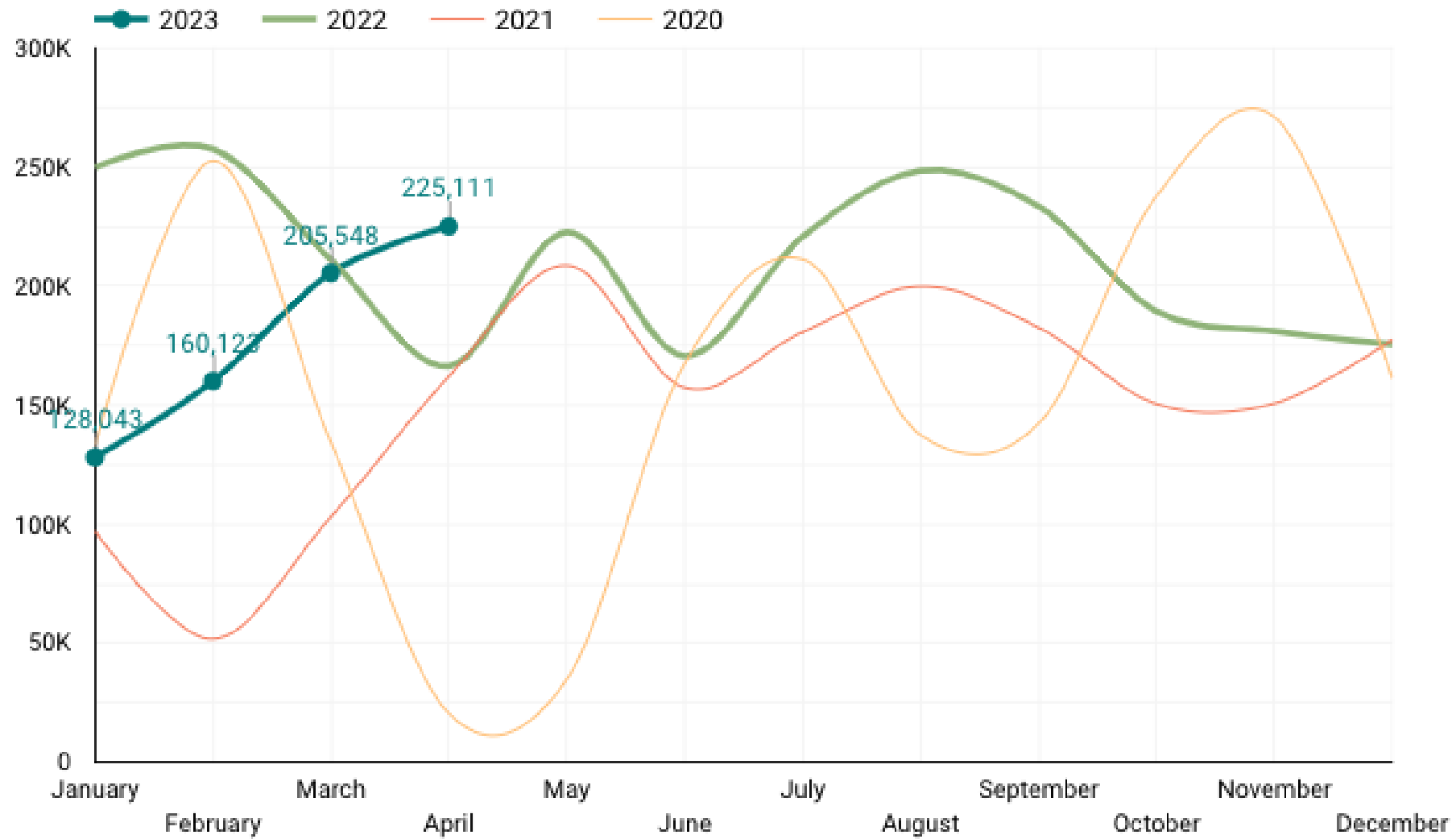
- 46% up M/M
- 39% up Y/Y

## Outbound Partner Referrals: 28,377

- 143% up M/M
- 70% up Y/Y



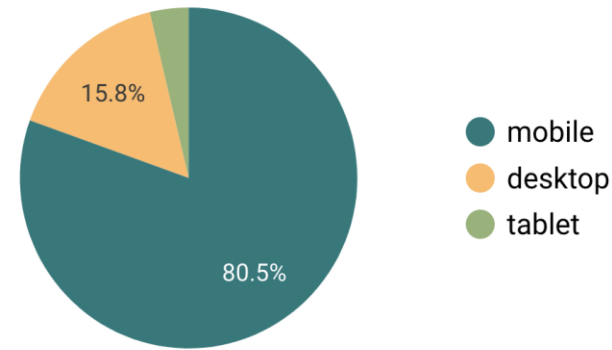
## Traffic Over Time



## Device Category & Top Landing Pages

### Device Information:

- Mobile: 181,168 (80.5%)
- Desktop: 35,595 (15.8%)
- Tablet: 8,348 (3.7%)



### Top Landing Pages for April:

- Things To Do
- Homepage
- Plan Your Trip
- Get Bold
- Spring Break Itinerary

# Email Updates

## Email Marketing Recap (April)

- Unique Opens: 11,282
- Unique Clicks: 808
- Open Rate: 16.9%
- Subscriber Count: 68,717

## Type Performance

- Consumer Newsletter
  - April 11 – 15.1%
- Partner Newsletter
  - April 27 – 37.1%
  - April 14 - 35%

# VRBO/ Visit Florida Partnership

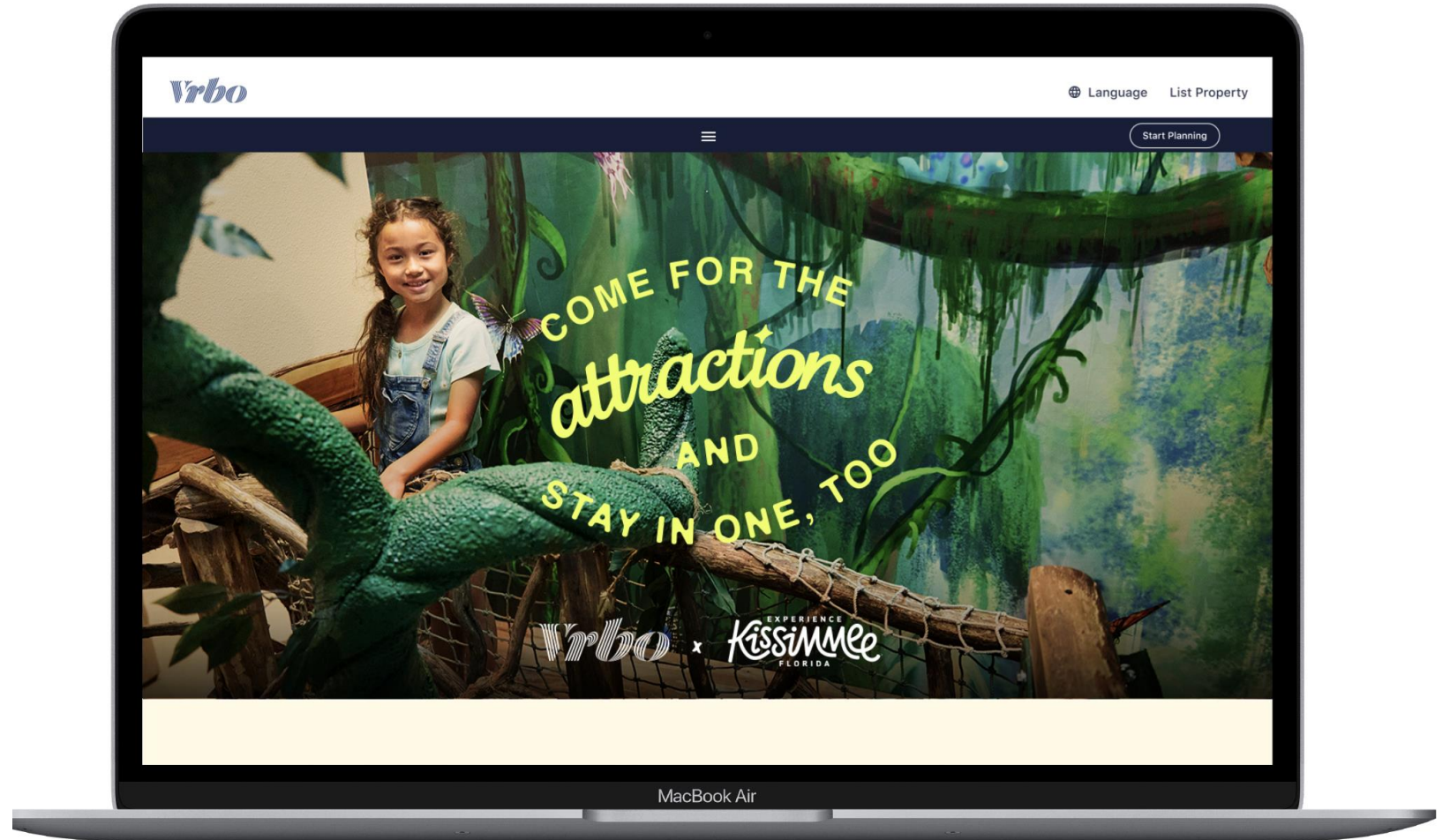
Come for the Attraction & Stay in one too

Partnership Budget Breakdown		Notes
VRBO Creative Investment	\$1,500,000.00	Added Value
EK Partnership Fee to Visit Florida	\$100,000.00	
VRBO Media Investment	\$1,500,000.00	Added Value
EK Media Investment	\$900,000.00	
Visit Florida Media Investment	\$500,000.00	Added Value
Visit Florida Media Investment Match	\$2,130,000.00	Added Value
Total Campaign Value	\$6,630,000.00	

**Campaign Running April 24- June 30**

**Media Impressions: 107M**

# VRBO Microsite





# Abby Corkins (Creator)

## Partners Visited

- Old Town Kissimmee
- Gatorland
- Orlando Cat Café
- Wild Florida
- Coliseum of Comics
- Sea Life Orlando Aquarium
- Kennedy Space Center Visitor Complex
- Fun Spot America
- Downtown Diner Celebration

- Reunion Resort (TBD)

## Performance

### Three locations have rolled out

- + 161K views
- + 33.7% accounts reached on Instagram
- + 100% views on TikTok





# Social Media Numbers

## Facebook (default)

- + 3.3% video views

## Facebook Brazil

- + 17.2% engagements
- + 38.2% impressions

## Facebook Latam

- + 6.5% engagement
- +4.2% page likes

## Instagram

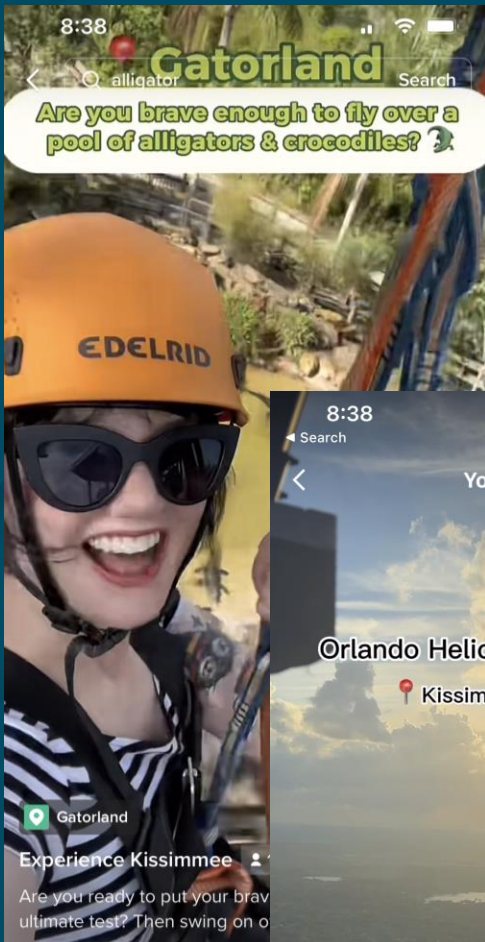
- +12.3% engagement

## TikTok

- +21.2% comments

## LinkedIn

- +19.9% impressions



# Best Performing Posts

## Instagram

- Orlando Helicopter Adventure – 80K views

## Facebook

- Gaylord Palms Resort – 180K impressions

## TikTok

- Gatorland – 5K views + 312 engagements



# Industry Partner Relations

# By the Numbers: Industry Partners

Category	Partners
Restaurants & Dining	234
Meeting Services	284
Places To Stay	203
Sports	10
Things To Do	213
Transportation	62
Visitor Information	9
Total	1,015

5 Out of Business Partners  
(As of April 30, 2023)

# New Industry Partners

Partner Name	Category
Bahama Buck's Original Shaved Ice	Restaurants & Dining
Chaunte Lowe Keynote Speaker	Meeting Services
DNA Music Enterprises	Meeting Services
Downtown Diner	Restaurants & Dining
Escapology Sunset Walk – Coming Soon	Things To Do
Eventually, LLC	Meeting Services
Kavas Tacos + Tequila	Restaurants & Dining
Matt Jylha Photography	Meeting Services

# New Industry Partners (continued)

Partner Name	Category
Painting with a Twist	Meeting Services
The Psychic Lady	Meeting Services
Theo's Catering	Meeting Services

# Partner Event

## Level Up: Vacation Home Rentals

EK Board Room: April 5, 2023

- Expanding supply
- Empowering partners for growth
- Building targeted solutions
- Sustainable travel and inclusivity
- Attendees: 15



# Partner Event

## Partner Orientation

Main Event: April 19, 2023

- Sponsor: Main Event Entertainment
- Collaborated with Industry Partners
- Spoke about each EK department
- Attendees: 32

## PARTNER ORIENTATION



Learn how to maximize your **Experience Kissimmee** partnership.

Join us for this information session to review all programs and benefits available exclusively to our Industry Partners.

- Meet and connect with other Industry Partners
- Learn about each department and collaboration opportunities
- Check out what we do and how we can help you!

**APRIL 19, 2023**

### Agenda:

**9 - 9:15 a.m.** Breakfast & Networking

**9:15 - 11:30 a.m.** Partner Orientation

**Main Event Orlando**

9101 International Dr Suite 1032, Orlando, FL 32819

Existing partners welcome.  
Must register by **April 12, 2023**

*Limit of two representatives per company.*



# International & Domestic Sales

# International Sales Activity Report

	Canada	UK & IE	Nordic	Brazil	South America	Mexico	U.S.	China	India	Other INTL	MTD	YTD
<b>Hosted FAMs &amp; Events</b>	1			1							2	27
<b>Sales Calls</b>	26	19		37	56	22	3	11	6	3	183	1,221
<b>Attended Trade Shows &amp; Events</b>	1	2			4	1	1	3	1		13	94
<b># of Agents Trained</b>	68	175		89	151	160		11	120		774	3,820
<b># of Business Referrals</b>	3	65			249	116		53	2		488	2,784
<b># of Partner Engagement</b>	1									3	4	60



# Canada Sales Activities

## Trip Central Top Performer FAM

Kissimmee, FL: April 15-23, 2023

- Attendees: 32
- Partner Sites: 19

## Ottawa Travel Show

Ottawa, Canada: April 1-2, 2023

- Consumer show with over 10,000 in attendance



# UK & Ireland Sales Activities

## TTG Top 50 Awards

Birmingham: April 27, 2023

- Sponsored by Visit Florida
- Cohosting clients with Jetset

## Training Events

April 2023

- DNATA Training, 50 participants
- Barrhead Travel, 30 participants
- Lusso, 10 participants
- BA Holidays, 85 participants





# South America Sales Activities

## Ladevi Workshop

Quito, Ecuador: April 20, 2023

- Appointments: 30
- Travel agents trained: 50

## Anato Mayoristas Roadshow

Bogota, Colombia: April 18 & 20, 2023

- Agents participated: 140
- Travel agents trained: 50



# Mexico Sales Activities

## The Best by Nao

Huatulco: April 16, 2023

- Organized by Nao Collection – tour operator
- Key travel agents: 120
- Sponsor exclusive training session



# India Sales Activities

## TTJ Travel Mart

Lucknow, April 29, 2023

- Attendees trained: 120
- Client appointments: 45





# China Sales Activities

## Best of U.S. – U.S. Embassy Roadshow

Beijing: April 11-12, 2023

- Reception Event: 45 clients
- Seminar with 1:1 appointments: 30 clients

## China Outbound - Travel Mart Exchange

Beijing: April 14, 2023

- Participation in Trade Show and RTO Visit
- 2000 participants in attendance



# International Sales Activities

## New Opportunity

Experience Kissimmee Brazil Mission

Aug. 3-11, 2023

- One day Recife + two-day Sao Paulo + one day Campinas
- Includes participation of Visit USA show in Sao Paulo and Campinas
- Registration will open soon

# International Sales Activities

## New Opportunity

### EXPEDITION Kissimmee

Nov. 28 – Dec. 3, 2023

- Targeting 50 key account product managers from 14 International Markets
- 1-day marketplace + 2-day site inspections + 1-day destination experience
- Registration will open soon
- Sponsorship opportunities will be available

## EXPEDITION Kissimmee

### Save the Date!

Join us for a six-day workshop in Kissimmee, Florida with our top Industry Partners and International & Domestic Sales team. Together, we'll discover and uncover a world of vacation opportunities in the big, bold heart of Florida.

Our action-packed agenda includes:

- Quality, one-on-one business appointments
- Informative destination update session
- Site inspections with pre-qualified partners
- Exciting networking events

**November 28 - December 3, 2023**

**Kissimmee, Florida**

EXPERIENCE  
Kissimmee  
FLORIDA



# Co-Op Campaigns

April	
Campaigns Confirmed YTD	64
Rollover	8
Reported	12
Pending Report	52
Days in Market	9,252
In-Kind Revenue	\$1,015,329
Room Night Revenue	\$34,830,536
Impression	56,724,603

# Meeting Sales

# Meeting Sales Success: Leads

April 2022		April 2023		YOY	
Leads Sent	Requested Rooms	Leads Sent	Requested Rooms	Leads Sent	Requested Rooms
148	171,002	147	170,712	-0.7%	-0.2%

# Meeting Sales Success YTD: Booked

Fiscal YTD 2021-2022		Fiscal YTD 2022-2023		YOY	
Leads Booked	Contracted Rooms	Leads Booked	Contracted Rooms	Leads Booked	Contracted Rooms
181	259,263	168	209,523	-7%	-19%

# Meeting Services Success

April 2023		YTD	
Service Requests	Referrals	Service Requests	Referrals
1	11	11	86

# Sales Activity

## MPI North Florida Golf Tournament Jacksonville, FL: April 3, 2023

- First time attending networking event
- Sponsored reception
- Attendees: met with 15 planners



# Sales Activity

## MPI NJ MEETS Conference

Atlantic City, NJ: April 3-4, 2023

- First time attending
- Attendees: 40 northeast planners
- Silver Sponsor recognition throughout event



# Sales Activity



## Top of the Hay VIP Luncheon

Washington, D.C.: April 11, 2023

- Networking luncheon with planners
- Partnered with five other DMOs
- Attendees: 30 end-user planners based in the Mid-Atlantic



# Sales Activity

## MPI Orlando GMID (Global Meetings Industry Day) Event

Orlando, FL.: April 13, 2023

- Attendees: 65
- Networking event
- Sponsored CSR project: made 100 stuffed animals provided to HelpNow Osceola



# Sales Activity



## Simpleview Summit

Houston, TX: April 23-26, 2023

- Attendees: 1,000
- Professional Development
- CRM training and best practices

# Sales Activity



## SeaWorld Seven Seas Food Festival Local Planner Event

Orlando, FL: April 29, 2023

- Attendees: 30 (15 local planners and clients)
- Partners: Gaylord Palms Resort & Convention Center and Reunion Resort & Golf Club, SeaWorld Orlando
- Networking event
- RFPs: discussions for future meetings in Kissimmee



# Communications

# Public Relations

## Media Placements: 68

- Brazil: 5
- Canada: 6
- Colombia: 4
- Mexico: 7
- UK: 2
- U.S.: 26 + 18 SMT

**Total Impressions: 6.5M**

**Estimated Media Value: \$57K**

## Main Activities:

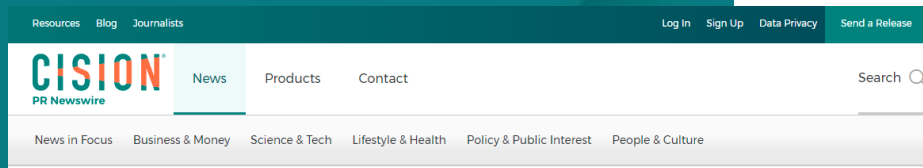
- Launched The Kissimmee Birding Club
- Hosted Birding FAM
- Hosted Visit FL Influencer FAM
- SMT – The Travel Mom
- Trees4Travel Press Release
- Experience Kissimmee Gives Back to Community After Record-Breaking TDT Collections (News Coverage)

# Top Articles

## Experience Kissimmee Gives Back to Community After Record-Breaking TDT Collections

- Spectrum News + Tampa Bay News9
- Online and Broadcast
- Local
- Reach: 1M





# Top Articles


## Experience Kissimmee Announces Ground-Breaking Sustainability Initiatives

- PR News Wire (multiple outlets)
- Online or Print
- National
- 2M impressions

# Top Articles

**Travel Trek & Tour** Welcome Destinations

## Kissimmee Florida has more to see and do than you've ever imagineered!



ABOVE: In Kissimmee, the back door leads to the best theme parks, entertainment, shopping, and dining in Central Florida, while out front, nature lovers find a whole world of outdoor adventures.  
(Photo: Wild Florida Airboats via experiencekissimmee.com)

Written by Michael Bussière, March 27, 2023

Kissimmee is located just a golfball's drive south of the greatest theme parks on Earth, which is why it may surprise you to learn that it is a terrific destination for nature lovers and a real hub for sports and outdoor activities with a laidback, almost rural vibe of its own. The city is situated on the northernmost headwaters of the Everglades and is home to beautiful lakes, wetlands, and nature reserves that offer endless opportunities for hiking, biking, kayaking, and other outdoor adventures.

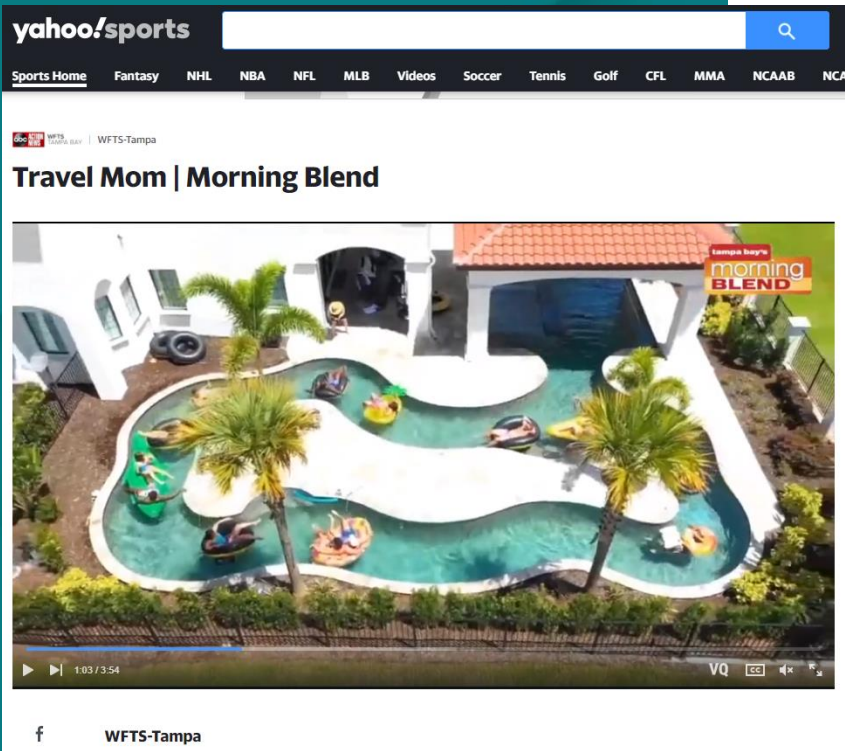
I stayed at Magic Village Views, a very well-managed gated community that is part of the Trademark Collection by Wyndham. The property features three and four-bedroom furnished luxury villas that come with a fully-equipped, spacious kitchen and a sprawling living room with two seating areas off of a great patio with a hot tub and BBQ. Every bedroom has a complete bathroom, plus

## Kissimmee Florida has more to see and do than you've ever imagineered!

- Travel Trek & Tour
- Online
- Canada
- UMV: 63K



# SMT - Emily Kaufman



18 Broadcast Segments  
EMV: \$970,636  
ROI: 23-1

Sections

Top

April 21 (4)

April 24 (3)

April 25 (2)

April 26 (4)

April 27 (2)

April 28 (1)

May 3 (1)

May 4 (1)

Emily Kaufman - Experience Kissimmee Media Tour - April 2023

Total Local TV Audience 140,957	Total Local TV Publicity USD \$80,735
Total Online News Audience 15,145,061	Total Online News Publicity USD \$884,801
Total Social Followers 204,000	Total Social Publicity USD \$5,100

Total Number of Clips 18

Collapse All Clips

April 21

Mentions 4

Travel Mom | Morning Blend

Date Collected Apr 21, 2023 12:00 PM EDT

Category Digital News

Source Yahoo! Canada

Full Article

Est. Audience 1,086,204

Est. Publicity Value USD \$724,136

Market Canada

Language English

We talk about a place to vacation close to the Bay area.

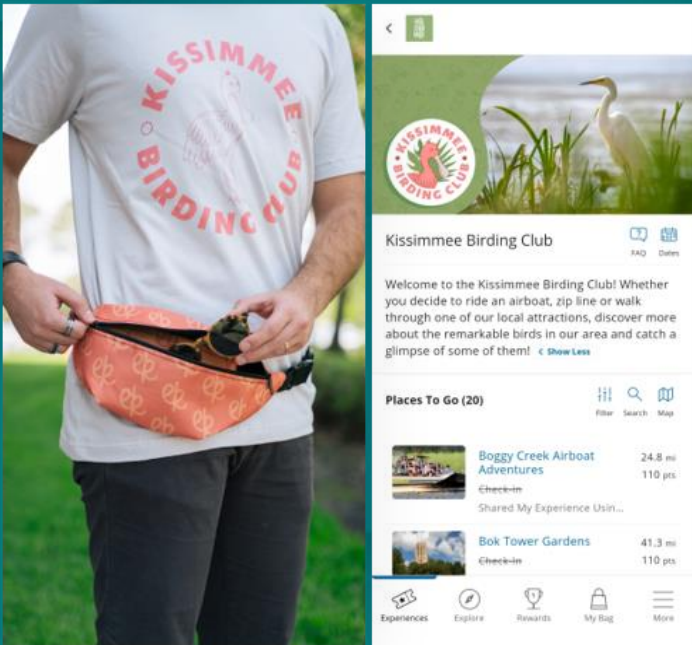


# Kissimmee Birding Club

[experiencekissimmee.com/Kissimmeebirdingclub](http://experiencekissimmee.com/Kissimmeebirdingclub)

## 20 locations

- 10 Conservation Areas
- 10 Partners
  - Boggy Creek
  - Bok Tower Gardens
  - Discovery Cove
  - SeaWorld Orlando
  - LEGOLAND Florida
  - Omni Orlando Resort at ChampionsGate
  - The Nature Conservancy Disney Wilderness Preserve
  - The Padding Center at Shingle Creek
  - Wild Florida
  - Toho River Boat



# Sports Development



# Kissimmee Sports Commission

## Advisory Board Meeting

April 27, 2023

- Reinforced board objectives
  - Be a voice for Kissimmee Sports
  - Support key decisions i.e sports facilities development, web content, marquee bids
  - Attend quarterly meetings
  - Collaborate on county and cross-county initiatives
- Announced 2 new members
  - Sam Stark VP Communications & External relations  
Rollins College
  - Jackie Hayter Sr. Director, Sports Partnership  
Orlando Health



# Sports ETA Symposium

Kansas City, MO: May 8-12, 2023

- Over 40 meetings with Event Rights Holders
- Finalist for the Sports Commission of the Year



# Upcoming Events

CMCA (Christian Meetings & Conventions Association): Lake Conroe, TX	May 22-24, 2023	EK Attending
IPW: San Antonio, TX	May 22-24, 2023	EK Attending
IPW VIP Event (co-hosted with Visit Orlando): San Antonio, TX	May 23, 2023	Hosted by EK
U.S. Footgolf Cup: Disney Golf Course	May 26-June 6, 2023	Hosted by EK
AAU BB Memorial Classic (Boys & Girls): ESPN Wide World of Sports	May 27-29, 2023	Hosted by EK
Orlando Lacrosse Summer Faceoff: Austin Tindall Sports Complex	June 3-4, 2023	Hosted by EK
Lamont AXS (Associate Exchange Summit): Tempe, AZ	June 12-14, 2023	EK Attending
MPI New Jersey 25th Annual Golf Event: Hamburg, NJ	June 19-20, 2023	EK Attending
Lunch & Learn with Miles Partnership: Kissimmee, FL	June 21, 2023	Hosted by EK
SITE Florida and Caribbean: River Ranch, FL	June 22, 2023	EK Attending
Destination Update: Kissimmee, FL	June 30, 2023	Hosted by EK
FSAE Annual Conference: Bonita Springs, FL	July 12-14, 2023	EK Attending
Partner Orientation: Kissimmee, FL	July 19, 2023	Hosted by EK